Project: Visualizing Movie Data

Complete each section. When you are ready, save your file as a PDF document and submit it [here](#).

Step 1: Data Cleanup and Attribute Selection

- Clean up any missing information and choose the most important attributes you will explore further in your visualizations.
- List out the attributes (or variables) you plan to dive further with your visualizations. You should explore no more than 8 attributes.
    1. Revenue
    2. Budget
    3. Popularity
    4. Release Date/Year
    5. Variables Associated to Question
- Please refer back to the [Data Cleanup course](#) to help you clean up your data.

Step 2: Tableau Visualizations

- Please make sure you follow the [rubric](#) and include Tableau Dashboards, Stories, and the appropriate visualizations (small multiples, scatter plot, bar chart, etc..) your reviewer expects your visualizations to contain. Remember: You need one Dashboard for every question (Q1-Q4) and in addition, you also need one Story, pertaining to a question of your choosing.
- Attach your visualizations as Tableau Workbooks in a zip file along with this report.

IMPORTANT: Please upload the workbooks to **Tableau Public** to allow reviewers to access your workbooks. Note that simply saving your file as a ".twbx" is not enough to allow all reviewers to access. [Instructions on how to do this](#).

Step 3: Questions

- Answer the following questions. Refer to your online visualizations to back up your answers:
    - **Question 1:** How have movie genres changed over time?
        Ever wondered how the most influential genres has changed over time? The top 5 most popular genres of all time are selected through the 1st graph (popularity vs genre).
        The second graph shows top 5 genres popularity through each decade. The graph shows the average popularity in adventure genres films wins in all decades. Action films, on average, stay 2nd in every decade except the 70's.

Comedy jumps from 3rd to 4th and drama also had a similar behavior. Terror in the 70's was second, but then fall into de 5th place.

As to compare visually their popularity and revenue capacity, a line graph was drawn to show how little and equal were each genre at early 60's and 70's, but further on they really got separated from each other, maybe popularity and revenue may have relationship.

Link: https://public.tableau.com/shared/B2T24QG6C?:display_count=yes

- ○ **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?

   After a historic timeline with very competitive movies, they are definitely the two top corporations that dominate the film industry in the US. Who's best? Both scatter-plot (revenue vs. budget) and historic revenue line plot reveal an appealing yet subtle success for Universal Pictures, where they show a little bit more of better success in revenue and popularity. One aspect to be seen is that they have their peaks and lows at different years. Everything points as these two will keep leading the film industry with even more thrilling movies, more investments involved and an accentuated rivalry. The most revenues for Universal Pictures casually come from Action genre, while Paramount Pictures are more of a mix, where they have action, adventure and drama in the top films.

Link: https://public.tableau.com/views/Q2_244/Dashboard1?:embed=y&:display_count=yes&publish=yes

Story Link: https://public.tableau.com/views/Q2-Story_1/Story1?:embed=y&:display_count=yes

- ○ **Question 3:** How have movies based on novels performed relative to movies not based on novels?

   Movies based on novels have been around in the 60's until today, but other based movies appeared in the 90's. They had similar behaviors until 2005 where movie-based novels showed an exponential growth that differentiated from other based films. They are really trendy and the graph bar shows the great difference that exist between them, but itself as a category does not stand a chance against completely different type of movie, as seen in graphs.

Link: https://public.tableau.com/views/Q3_235/Dashboard2?:embed=y&:display_count=yes&publish=yes

- ● What is your additional question that you proposed? What is the answer? How did you come up with this question?

To what extent the main cast represent a major influence in movie performance?

Answer:

There is evidence that the film industry deposits much faith in top ranked actors to benefit from movie making, it is such that the movie budgets based on the top 5 main cast are really monstrous. But then, one notices the revenue and popularity of these actors and are also monstrous. They generate lots of benefit to the movie studio, so they surely are well paid for there premium service. They probably are a main influence in movie overall performance.

I came up with this question by analyzing the data that was given in this work and following the project's flow with categorical variable analysis. There is also the fact that famous actors are seen in this database, and one also may wonder how much they affect the movie industry, so I gave it a try and it turned out to be very interesting.

Link: https://public.tableau.com/views/Q4_204/Dashboard3?:embed=y&:display_count=yes