Data Visualization in Tableau

By Faraz Mirza

Links

First Version: https://public.tableau.com/profile/faraz.mirza#!/vizhome/story_v1_3/Story1

Second Version: https://public.tableau.com/profile/faraz.mirza#!/vizhome/story_final_2/Story1

Final Version: https://public.tableau.com/profile/faraz.mirza#!/vizhome/story_final_v2/Story1

Summary

Suppose you have a Great Idea for a Movie and some production houses are interested in filming it. They have recommended you some directors but you want to do your own analysis and see who would be the best director for your movie. So depending on your Budget, Targeted Profit and Genre, you can use this Analysis to choose the most suitable director.

Design

I used horizontal bar charts and sorted them to show the highest grossing and profitable directors. There were around 1800 directors in the dataset. My colleague suggested that I should cut the list at 20 or at most 25 directors. Any more directors would just confuse the reader. Hence, I only selected top 25 directors in the charts.

For Highest Rated Directors, I represented their movies and average ratings over a period of decade. A Gantt chart seemed most suitable for this because a time measure was involved along with a continuous measure. Color encoding was used to represent each director. The dual axis was used to include a continuous line for each director and a filled circle mark to show the average IMDB score of each year.

For Genre Specific Directors, I used a Bubble Chart. The bubbles were color encoded according to the genre. I've provided a genre highlighter so that the viewer could focus on the genre that he's looking for. It was a complex graph and gave quite a trouble Thanks to the feedback I got, I encoded the size of these bubbles as well, representing the count of genre movies each director has made. Another colleague suggested that I should use profit measure in the row instead of movie count. This way the most profitable directors would be in front of the reader and he won't have to look around for them. I also included Movie title as a detail mark so that the reader would keep on judging directors through their movies that he has seen. The chart is a lot easier to understand now and more useful.

Feedback

Colleague 1:

Sketch 1:

The use of Horizontal graph to show an ordered distribution is an excellent choice. However, I think the list of directors is too long and you should cut the list at top 20 or 25 at max.

Sketch 2:

I would recommend the same thing here as well. Cut the list at top 20 or 25 at max.

Sketch 3:

I am glad to see you kept your focus on the last 10 years. There has been many exceptional directors in the past but given the direction of your story, they would have been irrelevant. The choice of your graph is interesting. It would have been a mess if it was any more populated. Providing a highlighter made it even better.

Sketch 4:

You were going well so far but I think this graph needs improvement. It is a bit overwhelming for a reader. It took me some time to understand the whole thing. You should add the count of genre movies of each director in the size mark and movie title in details to feed the viewers curiosity.

Colleague 2:

Sketch 4:

I think this could be improved if you use the profits measure in the row instead of count of Movies as you already are showing that though the size mark. Sort the graph through Profit because by now, the reader would already had made his mind between a few directors. He just needs to confirm from this graph whether those directors have made any movies related to that genre.

Resources:

- https://www.kaggle.com/datasets
- https://classroom.udacity.com/nanodegrees/nd002