Project: Visualizing Movie Data

Step 1: Data Cleanup and Attribute Selection

- I found null category while plotting popularity by genres, Hence I formed new genres set where null category has been eliminated.
- List of attributes used in this report for analysis are as follows
    - Popularity
    - Runtime
    - Budget Adj
    - Revenue Adj
    - Vote average
    - Profit (determine by taking difference Budget Adj & Revenue Adj)

Step 2: Tableau Visualizations

Q1
https://public.tableau.com/profile/harsh.varudkar#!/vizhome/TheMovieDatabase_Submission_0/Q1Story
Q2
https://public.tableau.com/profile/harsh.varudkar#!/vizhome/TheMovieDatabase_Submission_0/Q2
Q3
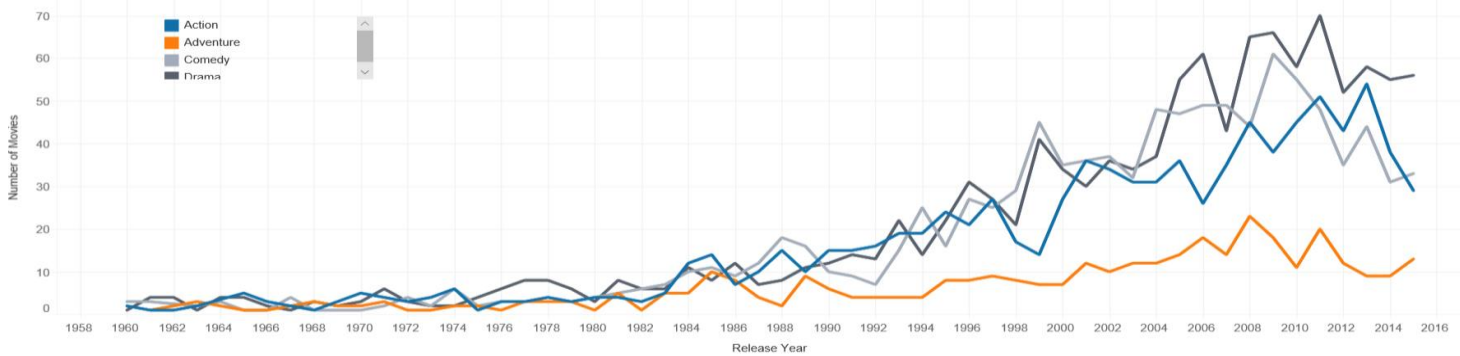https://public.tableau.com/profile/harsh.varudkar#!/vizhome/TheMovieDatabase_Submission_0/Q3
Q4
https://public.tableau.com/profile/harsh.varudkar#!/vizhome/TheMovieDatabase_Submission_0/Q4
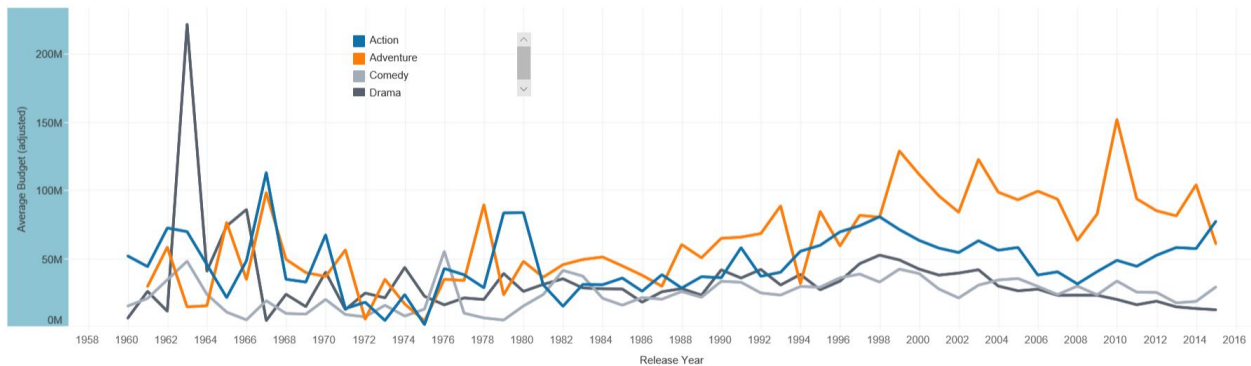
Step 3: Questions

- Answer the following questions. Refer to your online visualizations to back up your answers:
    - **Question 1:** How have movie genres changed over time?
      The chart of top 4 genres & no of movies released from 1960 to 2015 depict that around 1985 there is increase in no of movies made in these for 4 genres.
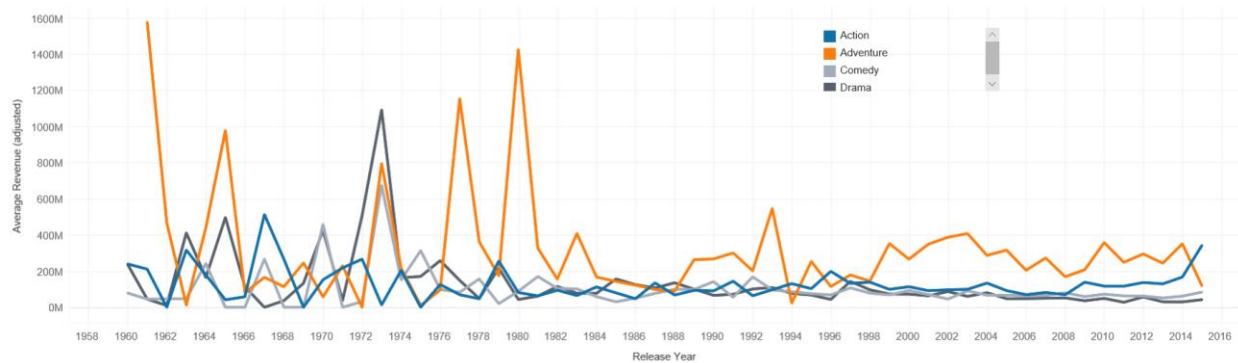
Top 4 Genres by Count

In below chart we can see average budget per year spent by top 4 genres. the budget adj is used to find that whether or not more money was being spent. We can see all genres showed increase in budget & Adventure genre has highest increase in budget than other three.
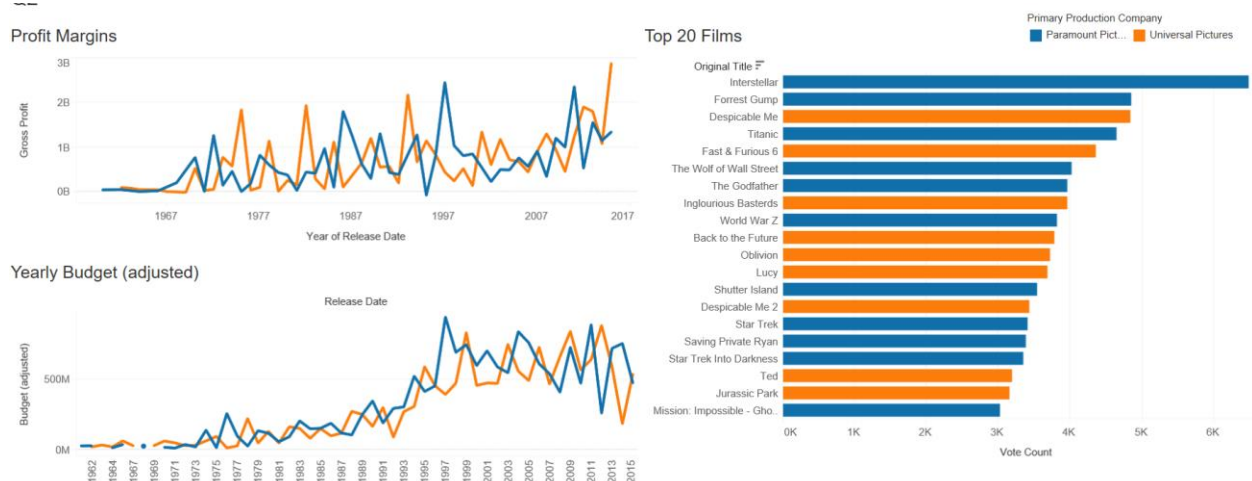
Budget by Year

In below chart, there is a representation of Average revenue generated by top 4 genres. Adjusted for inflation revenue utilized to differ actual revenue increases & cost of living increases. We can't see large increase in revenue being generated as we seen in increase in budget being spent.

Revenue by Year

○ **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?
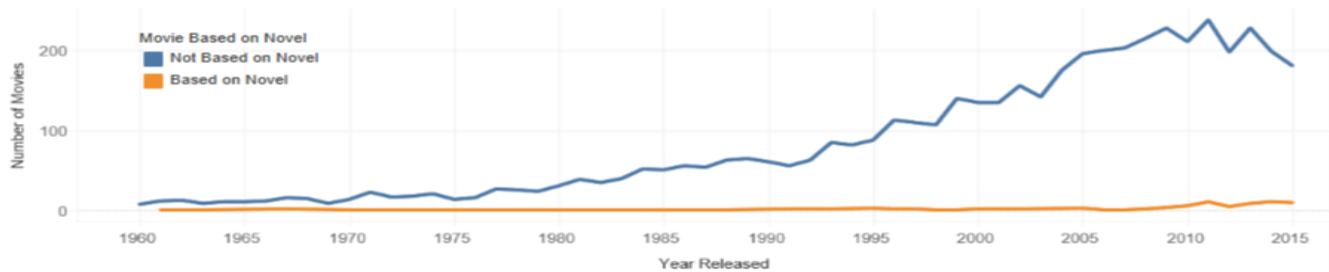Paramount Pictures and Universal Pictures both have similar budget and gorss profit. The top 20 movies by votes between 1960 to 2015 we can see that equal amount of representation by both companies.
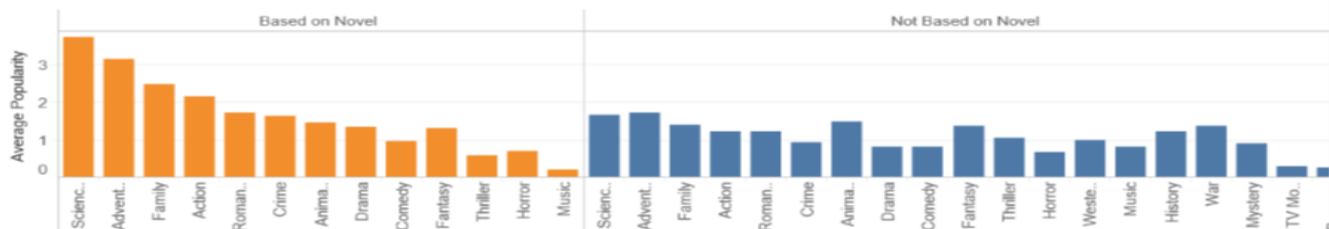

● **Question 3:** How have movies based on novels performed relative to movies not based on novels?
In terms of popularity, Non-novel movies are more popular than novel based movies. There is only one novel-based movie in top 10 popular movies.

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

  - **Additional Question 4**
    What did 2014 make highest no of movie released?
    If we look into revenue data for 2014 it is the highest revenue generated year. Action movies had largest budget, largest amount of revenue and high popularity. Marvel studio generated 1.5 billion revenues by 2 of the most popular movies (Guardians of Galaxy & Captain America: The Winter soldier)

Most Popular Genre

Top 6 in Vote Count

Top 6 in Revenue