Project: Visualizing Movie Data

Project Overview

In this project, you'll use Tableau to build dashboards and tell a story with data. This is an essential skill as an analyst. You'll be exploring data from *The Movie Database* to draw out and display interesting patterns.

Step 1: Data Cleanup and Attribute Selection

- Attributes to be explored are Popularity, Keyword, Genre, Release Year, Budget and Revenue.
- Movies with 0 Budget and 0 Revenue are removed using Alteryx. After filtering only 3855 rows of data are left out of 10866 rows.
- Popularity rank of the movies with 0 Budget and 0 Revenue is very low. So, it would be ok to exclude this data for our analysis and visualization.

Step 2: Tableau Visualizations

Tableau workbooks are attached.
Tableau workbooks are uploaded to Tableau Public.
https://public.tableau.com/profile/honey.panchal#!/

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?

  Please refer to Q1Dashboard and Q1Story
  Action and Adventure genre movies have gained popularity in recent years.
  Number of Action movies released every year has significantly increased.
  Adventure genre movies have been allocated higher Budget over the years.
  Adventure genre movies have enjoyed higher Revenue.

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

Please refer to Q2Dashboard

Universal Pictures releases more movies every year when compared to Paramount Pictures. Universal Pictures also enjoys higher Revenue per movie.

In terms of Revenue, Universal Pictures is Performing better than Paramount Pictures.

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

Please refer to Q3Dashboard

Number of novel based movies released yearly is low.
Average revenue for Novel based movies has been higher than non-novel based revenue.
Novel based movies are more popular.

Question 4: How are Budget and Profit related?

This question would help the client access how much budget they should be investing with current trends and how much profit can be expected. There are other factors determining profits like which genre movie should be produced.

Please refer to Q4Dashboard

In recent years, Budgets of movies have increased and profits have increased too.
While the risk remains high, production companies are still making high budget movies.