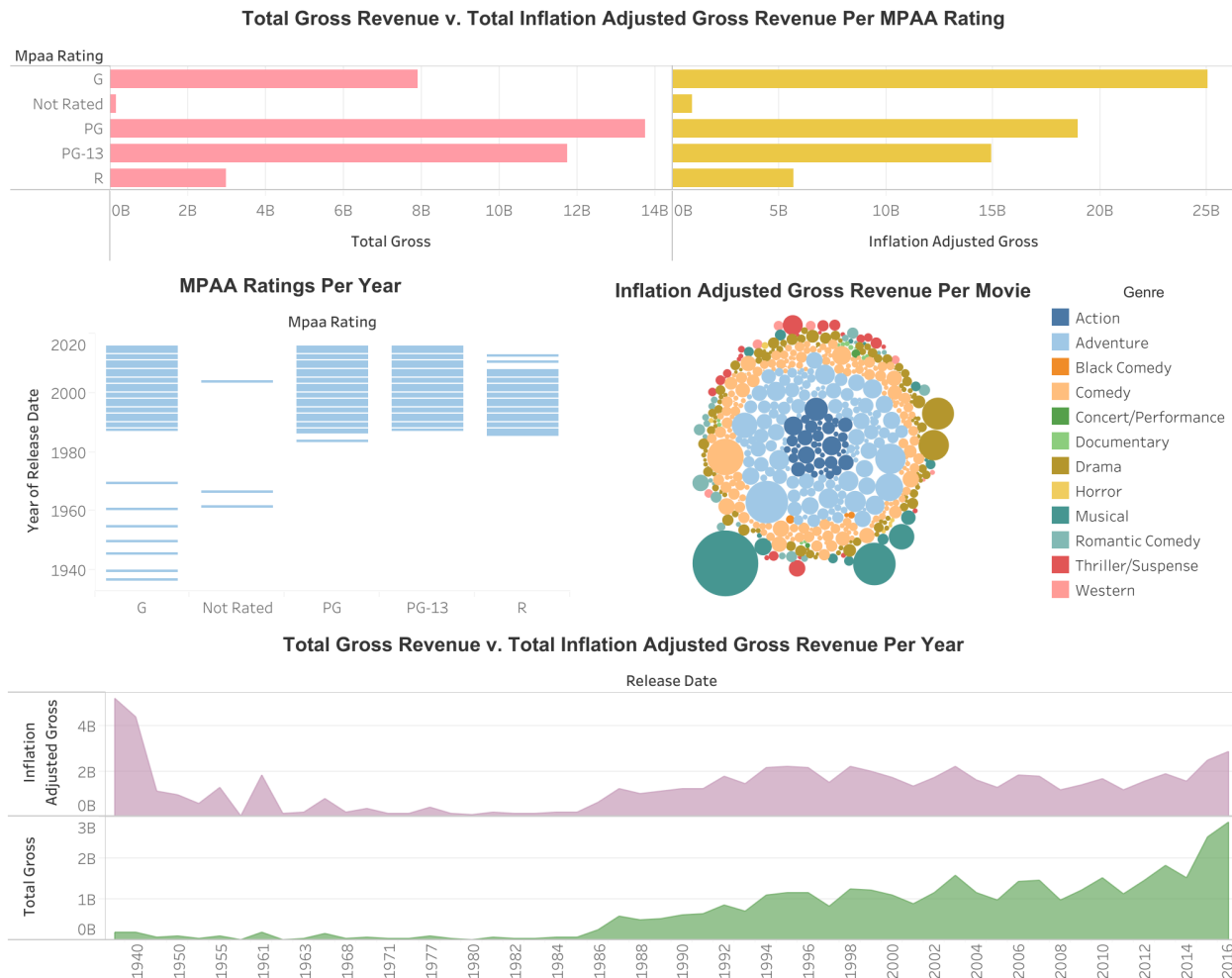


[Link to Tableau Dashboard](#)


Visualization 1: Dual Horizontal Bar Chart - MPAA Ratings vs. Revenue

Description: This visualization features a dual horizontal bar chart that provides a side-by-side comparison of Total Gross Revenue and Inflation Adjusted Gross Revenue for each MPAA rating. The y-axis represents the MPAA ratings, while the x-axis represents the revenue figures.

It allows viewers to compare the actual revenue and the revenue adjusted for inflation for different MPAA ratings. It helps identify trends in revenue distribution across various MPAA ratings. If one measure consistently surpasses the other, it indicates the impact of inflation on revenue over time.

Insights:

1. *Revenue disparities among ratings:* The dual horizontal bar chart effectively contrasts the revenue figures for each MPAA rating. The "G" rated movies have the highest Inflation Adjusted

Gross Revenue, followed by "PG" rated movies, while "R" rated movies have the lowest Inflation Adjusted Gross Revenue.

2. *Gross revenue comparison:* The chart visually shows the difference between Total Gross Revenue and Inflation Adjusted Gross Revenue for each MPAA rating. For instance, "G" rated movies have a Total Gross Revenue of \$7,919,792,693, but after adjusting for inflation, the Inflation Adjusted Gross Revenue becomes \$25,048,445,571.

3. *Impact of inflation:* The significant difference between Total Gross Revenue and Inflation Adjusted Gross Revenue indicates the substantial impact of inflation on movie earnings over time. Movies with higher Total Gross Revenue are even more impressive when inflation is accounted for.

4. *Popular ratings:* "PG" and "PG-13" rated movies show high revenue potential, both in Total Gross Revenue and Inflation Adjusted Gross Revenue. This suggests that family-friendly and moderately mature content tend to attract a substantial audience.

5. *Revenue distribution:* The chart provides a clear comparison of how revenue differs across MPAA ratings. The size of each bar illustrates the relative financial success of movies with different ratings.

6. *Visual clarity:* The dual-axis chart enhances the clarity by displaying both revenue figures side by side. This allows viewers to directly compare Total Gross Revenue and Inflation Adjusted Gross Revenue for each MPAA rating. The purpose behind using dual horizontal bar charts is to effectively convey the comparison of revenue figures for different MPAA ratings. The decision to use a dual-axis chart enables a direct comparison between the two revenue metrics.

Visualization 2: Inflation Adjusted Gross Revenue per Movie Bubble Chart

Description: This bubble chart visualizes the relationship between Inflation Adjusted Gross Revenue and the Movie Title for each movie in the Disney Movies database. Each bubble represents a specific Disney movie, the size of the bubble is proportional to the Inflation Adjusted Gross Revenue generated by the film and the color of the bubble indicates which genre the movie is.

This visualization allows you to quickly identify movies with higher revenue after adjusting for inflation. The size of the bubble provides an immediate sense of the movie's revenue magnitude. It helps pinpoint movies that have performed exceptionally well over time in terms of inflation-adjusted revenue. Interactivity allows users to hover over each bubble to see more information, such as the specific movie title and the exact inflation-adjusted gross revenue amount.

Insights:

1. *Highest revenue generating films:* The top grossing Disney movies within this dataset are: Snow White and the Seven Dwarfs, Pinocchio and Fantasia. Snow White and the Seven Dwarfs

is a musical film released in 1937 that has generated ~5.23 billion in Inflation Adjusted Gross Revenue. Pinocchio is an adventure film released in 1940 that has generated ~2.19 billion in Inflation Adjusted Gross Revenue. Fantasia is a musical film released in 1940 that has generated ~2.19 billion in Inflation Adjusted Gross Revenue.

2. Revenue distribution: Disney primarily produces movies within three genres: Adventure, Comedy and Action. Because of the quantity of these movies produced, Adventure, Comedy and Action films generated the majority of Disney's Inflation Adjusted Gross Revenue within this segment of the business. The remaining Inflation Adjusted Gross Revenue was generated by Black Comedy, Comedy, Concert/Performance, Documentary, Drama, Horror, Musical, Romantic Comedy, Thriller/Suspense and Western movies.

3. Impact of Inflation Adjusted Gross Revenue: Inflation Adjusted Gross Revenue is adjusted for the inflation rate of the time period. Visualizing Inflation Adjusted Gross Revenue opposed to Total Gross Revenue reveals a more accurate view of revenue generated by removing the effects of inflation.

Visualization 3: MPAA Ratings Distribution per Year Bar Chart

Description: This bar chart illustrates the MPAA ratings across different years of movie releases. The x-axis represents the MPAA ratings, while the y-axis represents the year of release dates

This visualization provides insights into how MPAA ratings have been across different years. It can highlight any trends or shifts in rating distribution over time. Comparing the different ratings for specific years can reveal the types of movies that were prominent during those periods.

Insights:

1. Rating distribution: Prior to the 1980s, Disney produced exclusively 'G' rated films, with the expectation of two movies that were released unrated. After a hiatus, Disney ramped up the movie production in the 1980's and began producing films across all rating classes: 'G', 'PG', 'PG-13' and 'R'.

Visualization 4: Total Gross Revenue and Inflation Adjusted Gross Revenue Over Time Area Chart

Description: This area chart visualizes the trends of Total Gross Revenue and Inflation Adjusted Gross Revenue over different years of movie releases. The x-axis represents the years, while the y-axis represents the revenue amounts. The two revenue measures are displayed as overlapping areas. This visualization allows viewers to observe the trends in both revenue figures over time.

Interactive features allow users to see specific revenue amounts for each year as they hover over the chart.

Insights:

1. *Inflation Adjusted Gross Revenue v. Total Gross Revenue:* Inflation Adjusted Gross Revenue is adjusted for the inflation rate of the time period. Total Gross Revenue is the 'as-is' revenue generated; no adjustments are made to account external economic factors.

2. *Effects of inflation on movie revenue:* The effect of inflation on revenue is highlighted in 1940. In 1940, Disney released two of its highest grossing movies, based on Inflation Adjusted Gross Revenue. However, when looking exclusively at Total Gross Revenue, the movies do not appear to be as substantial as they were in reality at the time.