

Project: Visualizing Movie Data

- Answer the following questions. Refer to your online visualizations to back up your answers:

- **Question 1:** How have movie genres changed over time?

Ans. As we can see from the visualization with the title-“Number Of Movies Made In Each Genre VS Year” that the number of movies being made in the Drama, Action and Comedy genres has increased the most with 144 movies being made in the Drama Genre in 2015.

Movies made in these genres are most liked by people as they are more popular than movies in other genres as observed in the plot-“Net Profit of Top 3 Genre for Each Year”.

After year 2000 or in the recent years movies made in these genres have earned a lot of profit Therefore, it is safe to make movies in Drama , Comedy or Action genre in terms of profitability and popularity.

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

ANS. As we can see from the visualization with the title-“Number Of Movies Produced With Total Revenue In Each Year” that from 2005 to 2015 Universal Pictures have produced more movies than Paramount Pictures. For example, Universal pictures produced 14 pictures in 2010 while Paramount Pictures produced only 8 movies in 2010.

More precisely we can see from the visualization with the title-“Number of Movies Produced in Each Genre” the number of movies produced in each genre by each of the two production companies. Universal Pictures produced 98 movies in Action Genre while Paramount Pictures produced 76 movies in the same genre. Also Paramount Pictures have not produced a single movie in History Genre and Universal Pictures produced 3 movies in the History Genre.

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

ANS. We can see from the Visualization with the title-“Average Popularity for Movies Based on Novel Vs Other Movies in Each Year” that Average Popularity of Movies based on Novel are greater than the Average Popularity of movies not based on the novels.

Also, from the second visualization with the title-“Average Revenue” the average revenue collected from novel based movies is greater than those of other movies in the recent years. So, if the new production company is planning to make a movie based on novel then it's a good idea in terms of profitability and popularity.

Q4 What is the best time to release a movie for gain more profit and what are best directors to work with?

ANS. From the visualization with the title-“Quarterly Profit of All Films” it can be seen that the film industry had made huge profits mostly in Quarter 2 and Quarter 4 in each year. Quarter 4 is full of holidays and festivals like Christmas so more people go out and watch movies in this Quarter.

In the second visualization with the title- “Director VS Popularity” we filtered out the top 10 Directors based on their popularity. So, it is advisable that the new production company should work with either of these 10 directors to make a movie with good direction and release it in either Q2 or Q4 of the release year to earn more profit.

Link :-

For question1:-

https://public.tableau.com/views/P1_40/Story1?:embed=y&:display_count=yes&publish=yes

For questions 2, 3, 4:-

https://public.tableau.com/views/P2_31/Dashboard3?:embed=y&:display_count=yes&publish=yes