SI 649 Winter 2020

Lab1 Answer Sheet (Group Task)
DUE: Tuesday 1/21 at 11:59 PM

☐ 5.2 Create a group of all movies that contain the string "**dragon**" in their names.

Source	**Major Genre**	**Creative Type**	**Director**	**Rotten Tomatoes ...**	**IMDB Rating**	**IMDB Votes**	**Dragon group**
Based on Game	*null*	Fantasy	*null*	*null*	*null*	*null*	Crouching Tiger, Hidd...
Based on Book/Short ...	Action	Historical Fiction	*null*	*null*	*null*	*null*	Crouching Tiger, Hidd...
null	*null*	*null*	*null*	50	6.00000	4,620	Crouching Tiger, Hidd...
Based on Book/Short ...	Comedy	Fantasy	*null*	98	8.20000	28,556	Crouching Tiger, Hidd...
Original Screenplay	Adventure	Fantasy	Rob Cohen	50	6.20000	26,309	Crouching Tiger, Hidd...
Original Screenplay	*null*	*null*	*null*	*null*	5.70000	1,762	Crouching Tiger, Hidd...
Original Screenplay	Action	Fantasy	*null*	82	6.80000	4,945	Crouching Tiger, Hidd...
Based on Game	Adventure	Fantasy	*null*	*null*	3.60000	16,954	Crouching Tiger, Hidd...
Remake	Adventure	Fantasy	Rob Cohen	13	5.10000	41,570	Crouching Tiger, Hidd...
Original Screenplay	Drama	Fantasy	Tom Shadyac	7	5.80000	14,098	Crouching Tiger, Hidd...
Based on Book/Short ...	Drama	Historical Fiction	Ang Lee	*null*	*null*	*null*	Crouching Tiger, Hidd...
Original Screenplay	Action	Contemporary Fiction	Chris Nahon	51	6.30000	22,087	Crouching Tiger, Hidd...
Based on Book/Short ...	Thriller/Suspense	Contemporary Fiction	Brett Ratner	68	7.30000	66,386	Crouching Tiger, Hidd...

☐ 7.6 Are there directors who have never directed profitable movie? Who are they? (Hint 1: you can use filters to complete this task. Hint 2: never directed profitable movie = all movies directed have revenue less than zero)

Condition Box

Vin Diesel seems to be the "worst director" in terms of revenue.
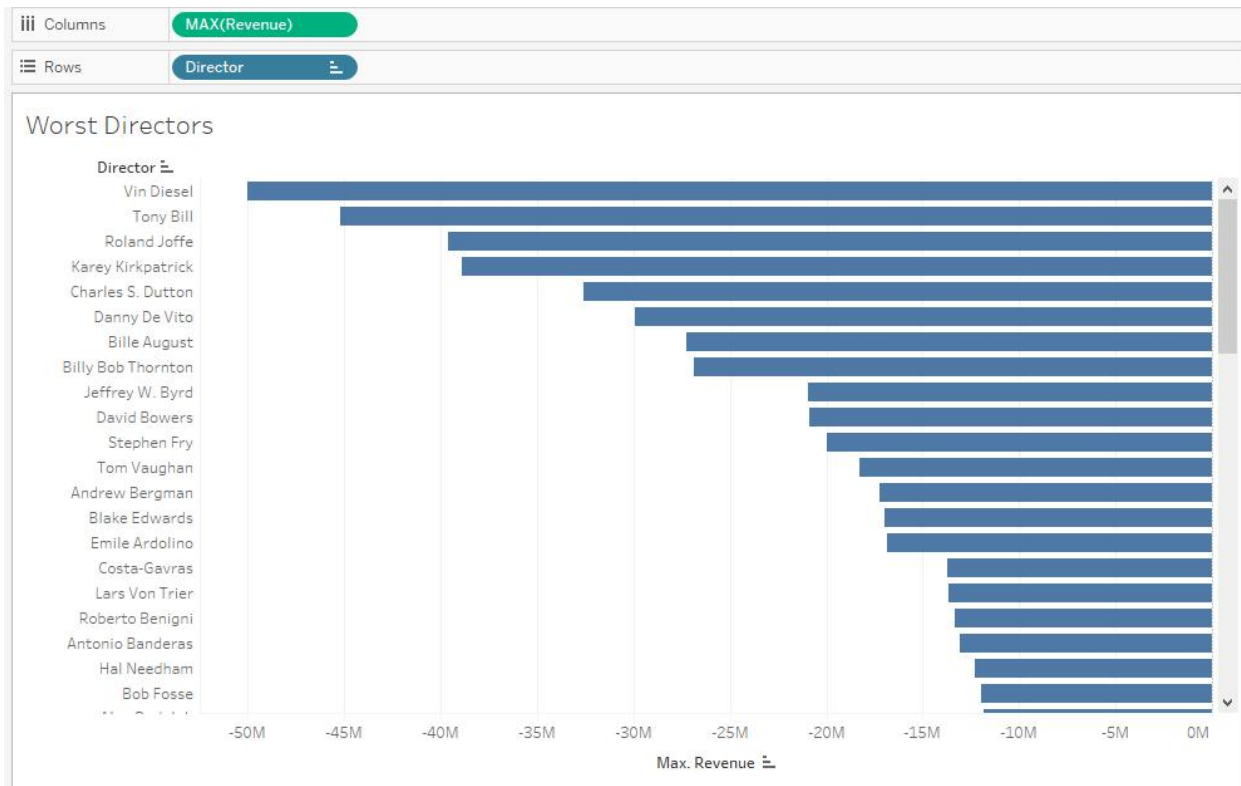
8.3 Which director has directed the most profitable Comedy movie?

(Hint: use [Columns MAX(Revenue)] and filters/pages shelf)

Brad Bird, seems to have had directed the most profitable Comedy movie. I was able to get the visualization to display all the movies, By GENRE first, then Title, and finally Director. After, I applied the Sum Revenue, and sorted from highest to lowest. Pretty Cool.
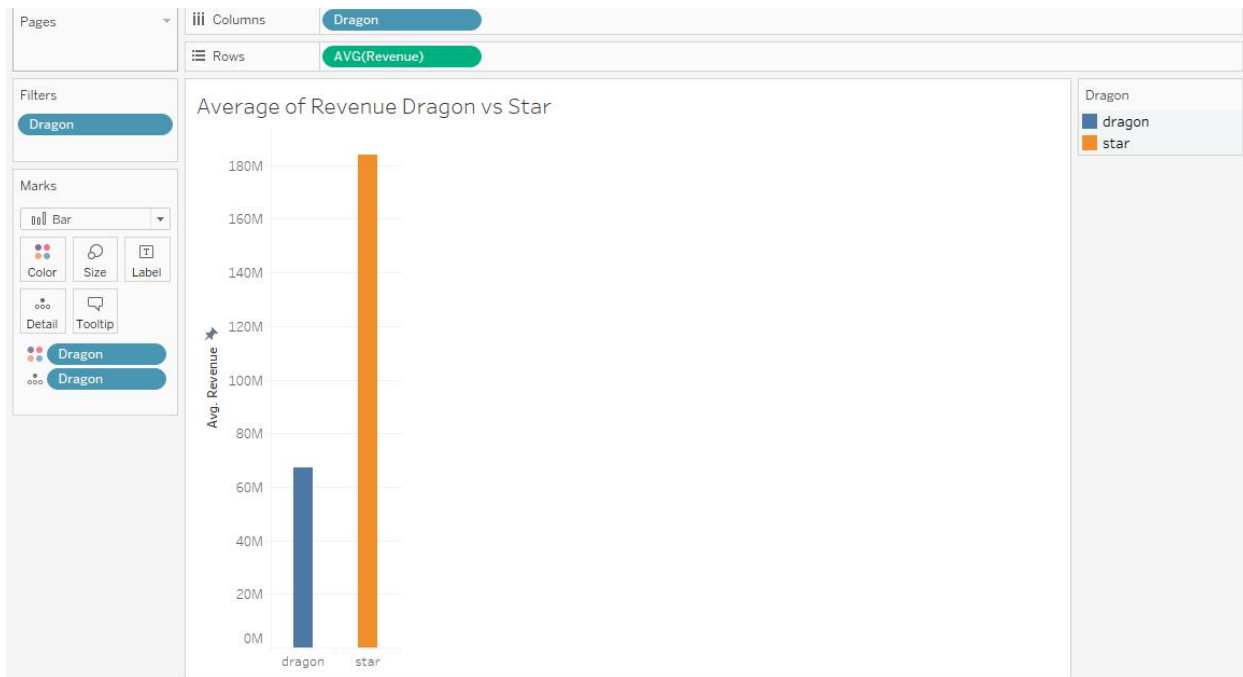
Ratatouille, ~470MLN

☐ 8.4 Bonus Question: are movies contain the name "star" have higher average revenue than movies contain the name "dragon"? (Hint: create one group field for both star group and dragon group in one field)

Movies with **Star** seems to be the movies with the highest revenue.

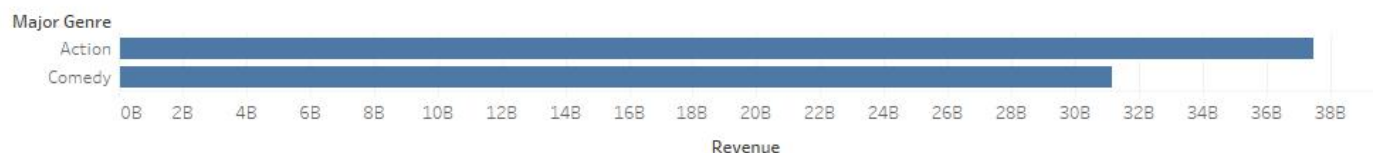## Question 11: Is it better to invest in action movies or comedies?

(This is an open-ended question. Please write down the steps that you used to create the visualizations, and describe how these visualizations help you to make your decision)

Action seems to be generating more revenue than comedy by 80 billion difference.

Steps:

- I compared major genre -comedy & action (rows) and the sum of revenue (columns).
- The result was the bar chart below which is able to show us a higher overall profit in the Action Genre movie.


Which director would you invest in?

I assume that we are still talking about Comedy or Action movie I would choose **Cameron** (action) and **Columbus** (comedy) if I was to produce a comedy or action movie given their high earnings with respect to these two genres.

Steps:

- I simply checked the director that had the highest revenue in each category
    - Sum of revenue (columns) and major Genre (comedy and Action) and Director (rows).
    - I did get only the top earners to display on the bar chart (filter → top)
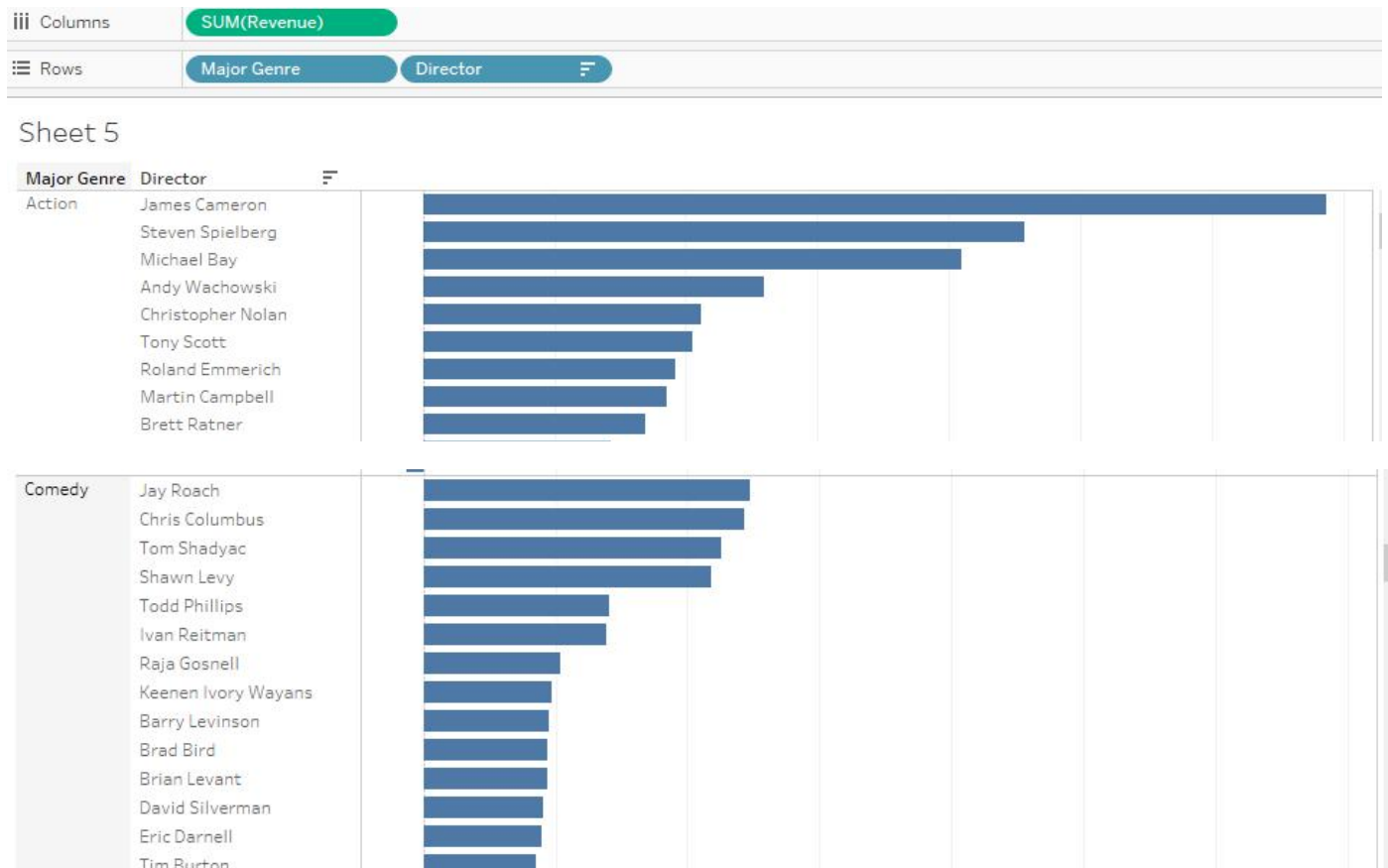
Question 12: What's the relationship between IMDB ratings and revenue?

(Please write down the steps that you used to create the visualizations, and describe how these visualizations help you to make your decision)

The visualizations used allow for an understanding (simplification of the general trends) of the data.

Steps:

- Revenue and Rating in the column section, and title movie in the rows section.
- These were able to provide the total revenue and the total rating for each title
- It gives a good idea of how much the movie made, and how was its rated

The movies that have a high revenue tend to have in general a high and low rating (no clear relationship).

Are highly-rated movies more profitable?

Some of the highest rated movies do not have extremely high revenue.
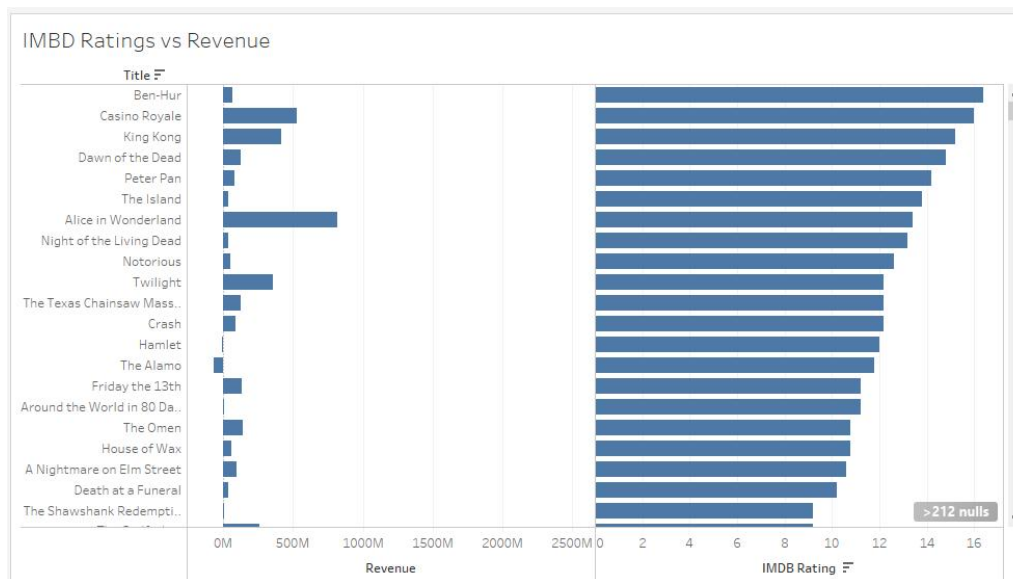

Final Thoughts

Even if we put a year restriction in the visualization and add the year, the same finding can still be applied.

- Usually, a high revenue will sometimes translate into a high rating.
- A lower revenue can still translate into a high rating.

It just depends on the film and not just on the revenue. I'd say the movie itself would be the best predictor into user rating rather than the revenue; although a high revenue is guaranteed a high rating.
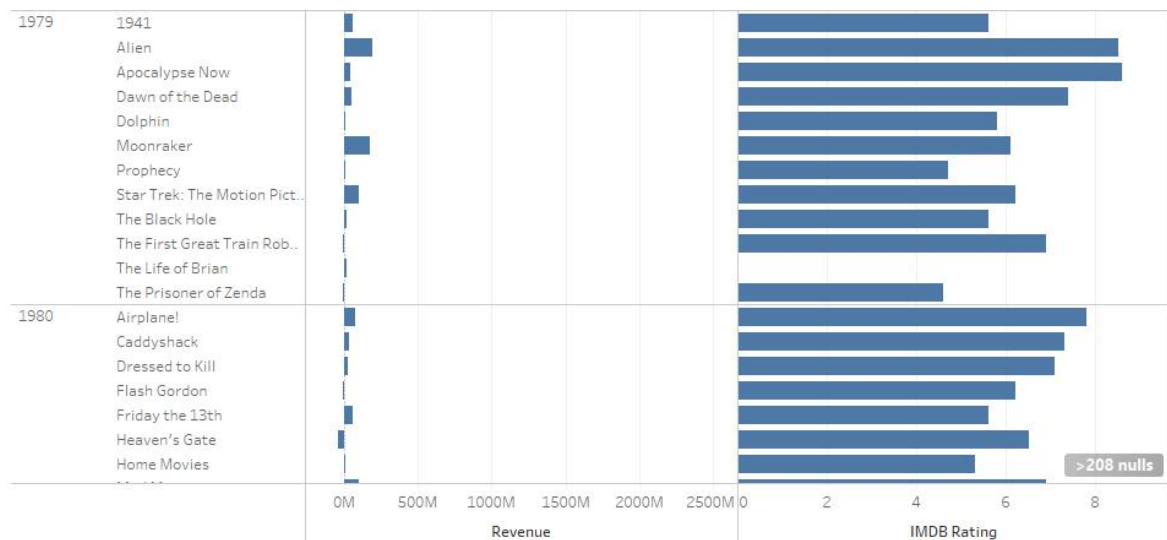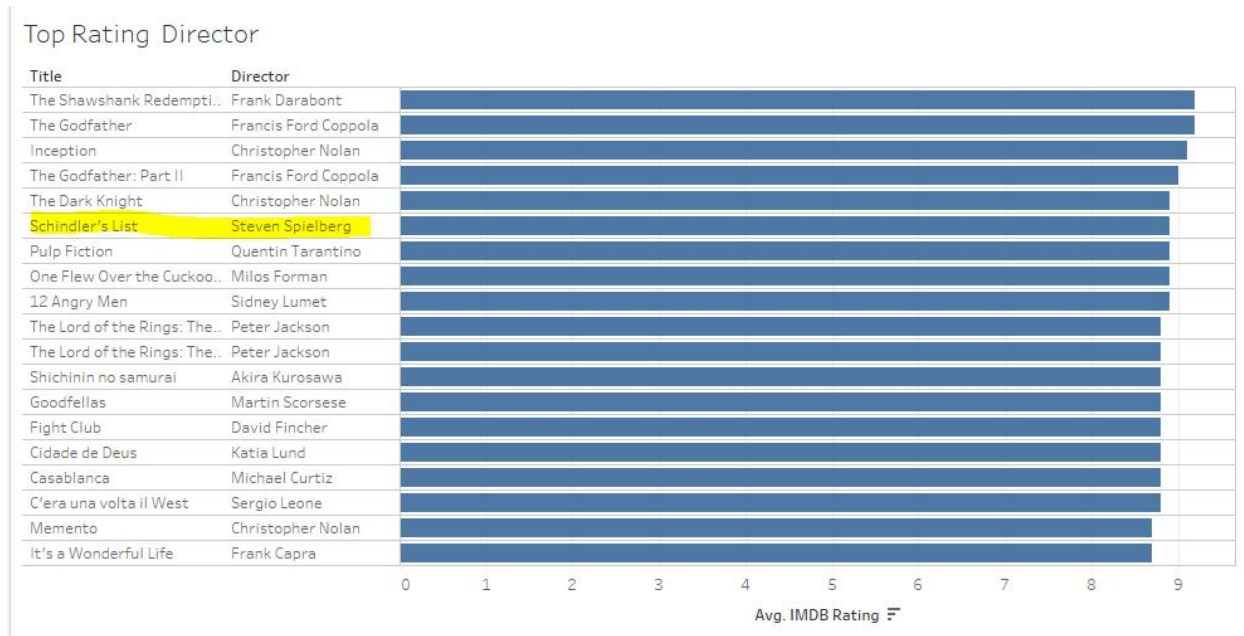

☐13.3: Who would you invest in? Create some visualizations to justify your decision. You can use the ones you've already created as a start, but we'll give extra credit for some creativity here.
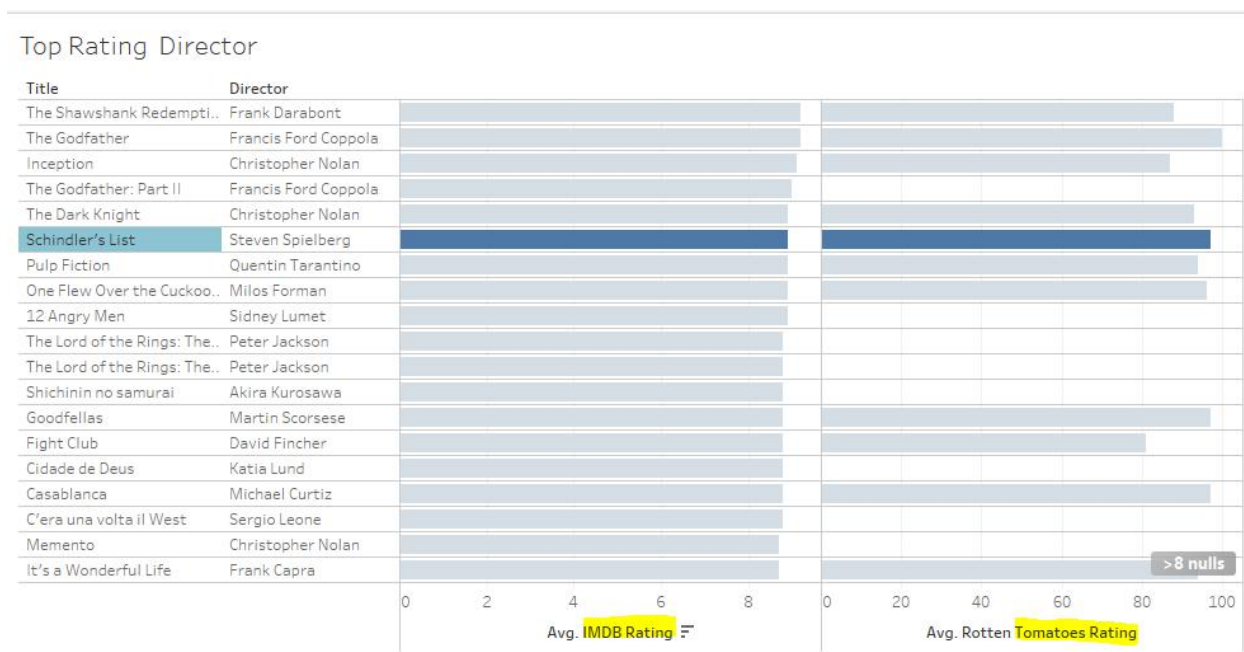
Top 10 Directors by Revenue
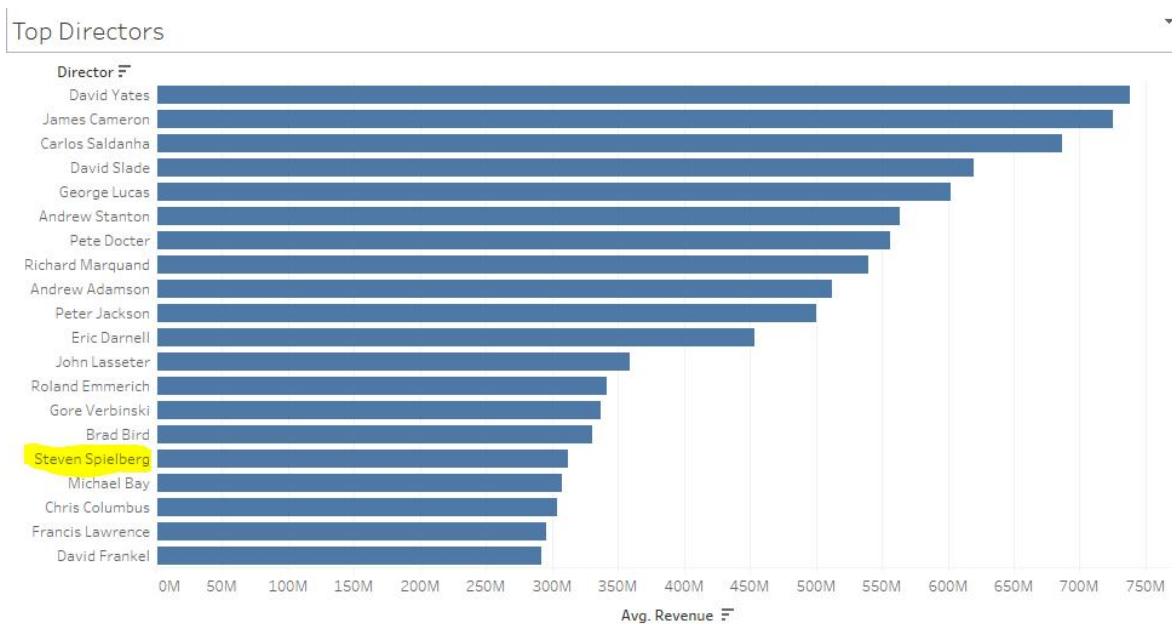
Top 10 Directors by rating (movie rating).

Also, highly rated on Rotten Tomatoes.

In conclusion, I would say that investing on **Steven Spielberg** would be an optimal use of money given that his movies tend to be liked by people (high rating) and as well tend to be extremely profitable one average (high average return). Hence, in here we have the perfect balance between genius and profitable: it is a win-win situations for both viewers and investors.