

Case Study Purpose:

My purpose with this case study is to provide data-driven insights and actionable recommendations to promote more diverse, authentic, and inclusive representation of LGBTQ+ narratives in the film industry.

Client Profile (Scenario)

My client is an organization dedicated to promoting accurate, diverse, and authentic portrayals of LGBTQ+ characters and representation in media.

Project Objectives

1. Analyzing the dataset:

Conducting a comprehensive analysis of the provided dataset, which includes information on movie titles, release years, LGBTQ+ characters, actors portraying them, and the origin countries of the films.

2. Identifying trends and patterns:

Utilizing the dataset to identify trends and patterns in the representation of LGBTQ+ narratives in films over time.

3. Providing insights and recommendations:

Based on my analysis, providing insights and recommendations to my client on the state of LGBTQ+ representation in films. This may include identifying areas for improvement, and suggesting strategies to promote more inclusive and diverse queer narratives in the entertainment industry.

DATA USED & DATA MANIPULATION

Data Sources Used:

https://en.wikipedia.org/wiki/Lists_of_feature_films_with_LGBT_characters
https://en.wikipedia.org/wiki/List_of_feature_films_with_lesbian_characters
https://en.wikipedia.org/wiki/List_of_feature_films_with_gay_characters
https://en.wikipedia.org/wiki/List_of_feature_films_with_bisexual_characters
https://en.wikipedia.org/wiki/List_of_feature_films_with_transgender_characters
https://en.wikipedia.org/wiki/List_of_film_franchises_with_LGBT_characters

The data includes information on movie titles, release years, LGBTQ+ characters, actors portraying them, and the origin countries of the films.

Raw Data:

[LGBTQ Movies - Raw Data.xlsx](#)

Clean Data:

[Clean Data \(+Dashboard\) - LGBTQ Movies.xlsx](#)

Cleaning & Manipulation of The Data:

Cleaning & manipulation in Excel:

1. Importing all the data into an Excel spreadsheet.
2. Identifying missing data & detecting outliers.
3. Correcting the formatting.
4. Creating a Pivot Table with the count of LGBTQ movies Released every decade.
5. Adding a chart (in every category) with the representation frequency over time in movies.
6. Combined all of the data in multiple sheets into one sheet, using Power Query.
7. Creating a pivot table and chart to analyze the distribution of LGBTQ representation across different decades.
8. Using functions to analyze the LGBTQ representation in different countries.
9. Utilizing the film franchises sheet to analyze the representation of LGBTQ characters within popular film franchises over time.
10. Using conditional formatting to highlight patterns in the data.

Questions I've asked:

1. How has the frequency of LGBTQ+ representation in films changed over time? Are there specific time periods or decades that saw a significant increase or decrease in representation?

Here are the key findings regarding LGBTQ+ representation in films over time:

- Overall increase since the 1970s, but uneven diversity.
- Gay and lesbian characters most prominently depicted.
- Bisexual and transgender identities underrepresented.
- Decrease in gay representation between 2019-2024.
- Focus was on producing gay and lesbian narrative films.
- Fluctuations in representation across different time periods.
- Potential influence of cultural, political, and industry factors.
- Almost no representation of non-binary characters.

2. What is the distribution of different LGBTQ+ identities (lesbian, gay, bisexual, transgender, non-binary, etc.) represented in the films franchises?

Based on the analysis of the LGBTQ+ representation in film franchises, here are the key findings regarding the distribution of different identities:

- Marvel Cinematic Universe (MCU) exhibited the highest diversity, including gay, lesbian, and bisexual characters across its films.
- The Wizarding World franchise primarily featured gay characters, lacking representation of other LGBTQ+ identities.
- The Millennium franchise stood out for its comparatively higher inclusion of bisexual characters.
- Transgender representation remained significantly underrepresented across major film franchises.
- Other franchises displayed limited diversity, often focusing on a single LGBTQ+ identity or lacking inclusive representation altogether.

3. Are there notable differences in the quantity, quality, or themes of LGBTQ+ representation across films from different countries or cultural contexts?

Based on the analysis of the LGBTQ+ movies dataset, here are the key findings regarding the differences in representation across countries and cultural contexts:

Geographic Distribution:

- The United States dominates LGBTQ+ representation in films, accounting for 56% of all inclusive movies in the dataset.
- The United States was also a pioneer in transgender representation on screen.
- The United Kingdom, France, Canada, and Germany emerge as other major contributors to LGBTQ+ representation in cinema.

Cultural Influence:

- Western countries, particularly in North America and Europe, have been more proactive in producing LGBTQ+ inclusive films compared to other regions.
- This trend may be influenced by societal attitudes, legal frameworks, and advocacy efforts in these cultural contexts.
- Non-Western countries and certain regions exhibit a relative lack of LGBTQ+ representation in films, potentially due to cultural barriers or censorship.

Thematic Variations:

- It is likely that the cultural contexts and societal norms of different countries shape the narratives and perspectives portrayed in LGBTQ+ films.
- Themes may range from exploration of identities and experiences to sociopolitical commentary and advocacy, reflecting the diverse realities of LGBTQ+ communities across the globe.

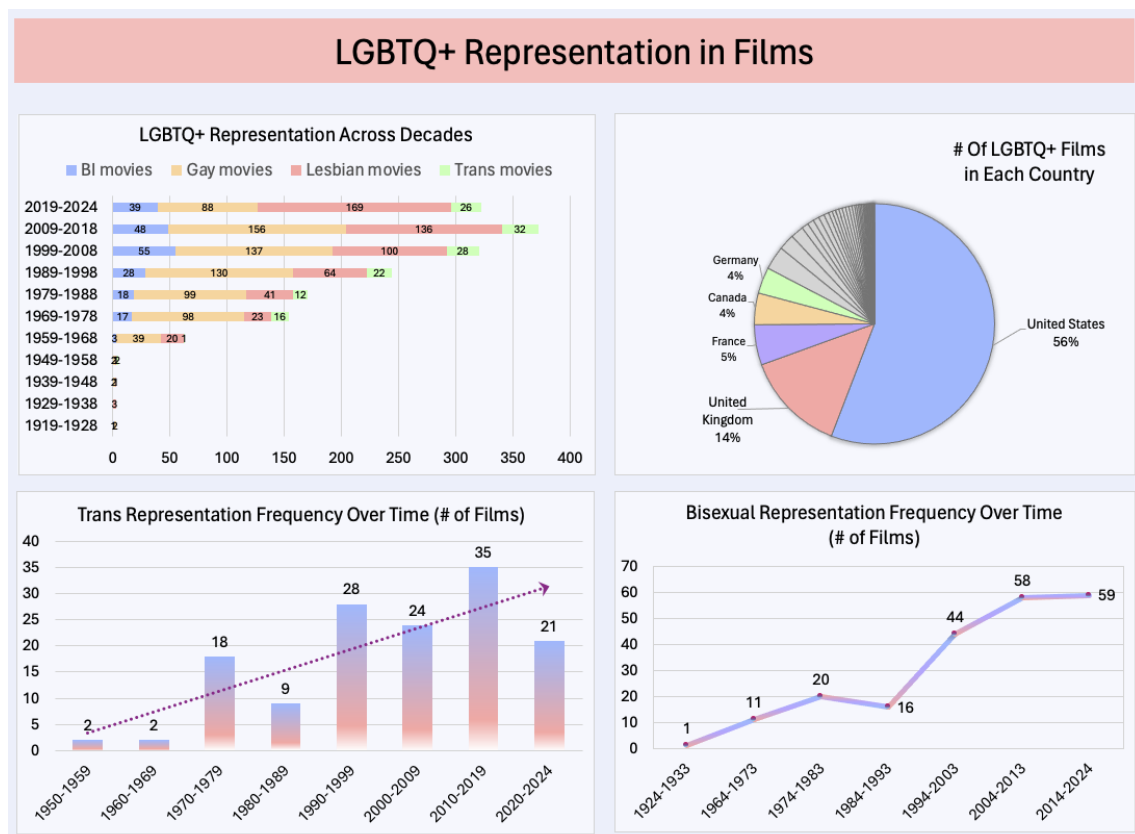
In Summary:

LGBTQ+ representation in films has increased over time but lacks diversity and authenticity. Gay and lesbian characters dominate, while bisexual and transgender identities are underrepresented.

The Marvel Cinematic Universe exhibits the highest diversity across franchises. Western countries, led by the United States, produce the most LGBTQ+ inclusive films, influenced by societal attitudes and advocacy.

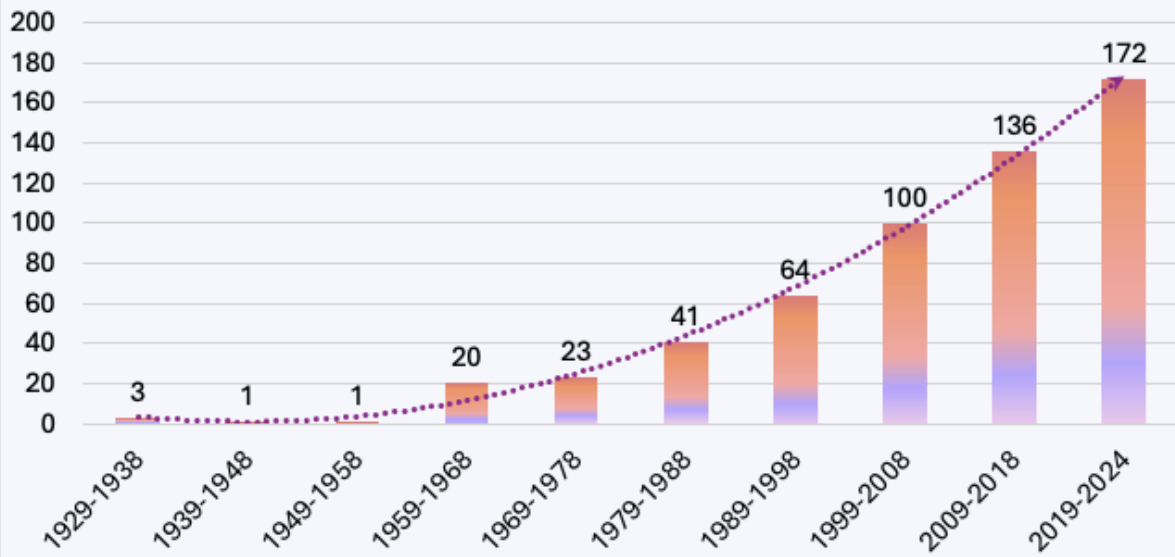
Non-Western regions lag behind, potentially due to cultural barriers. Fluctuations in representation across time periods and uneven thematic explorations persist, **highlighting the need for more inclusive and nuanced global storytelling.**

Supporting Visualizations:

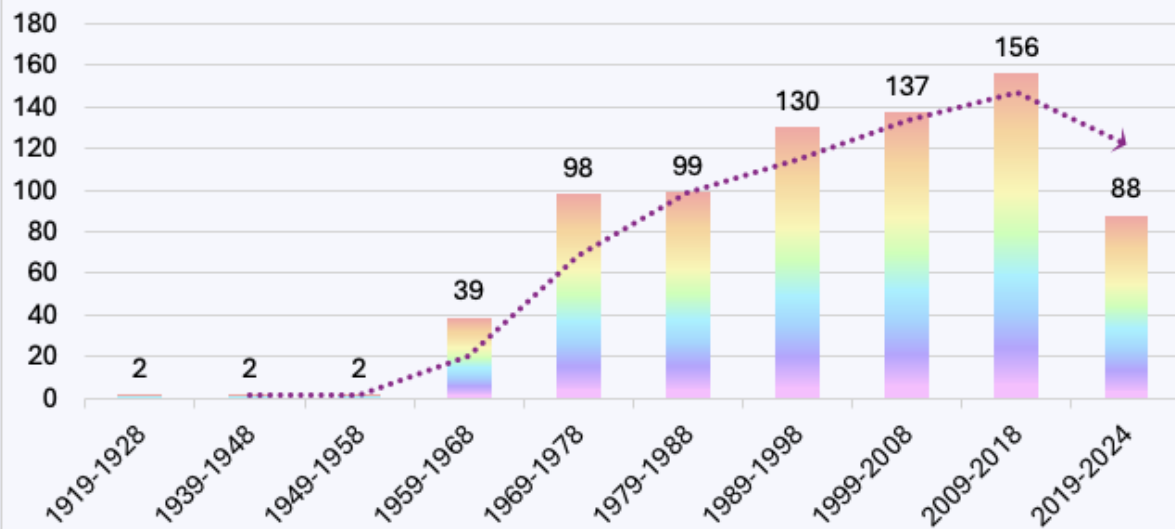


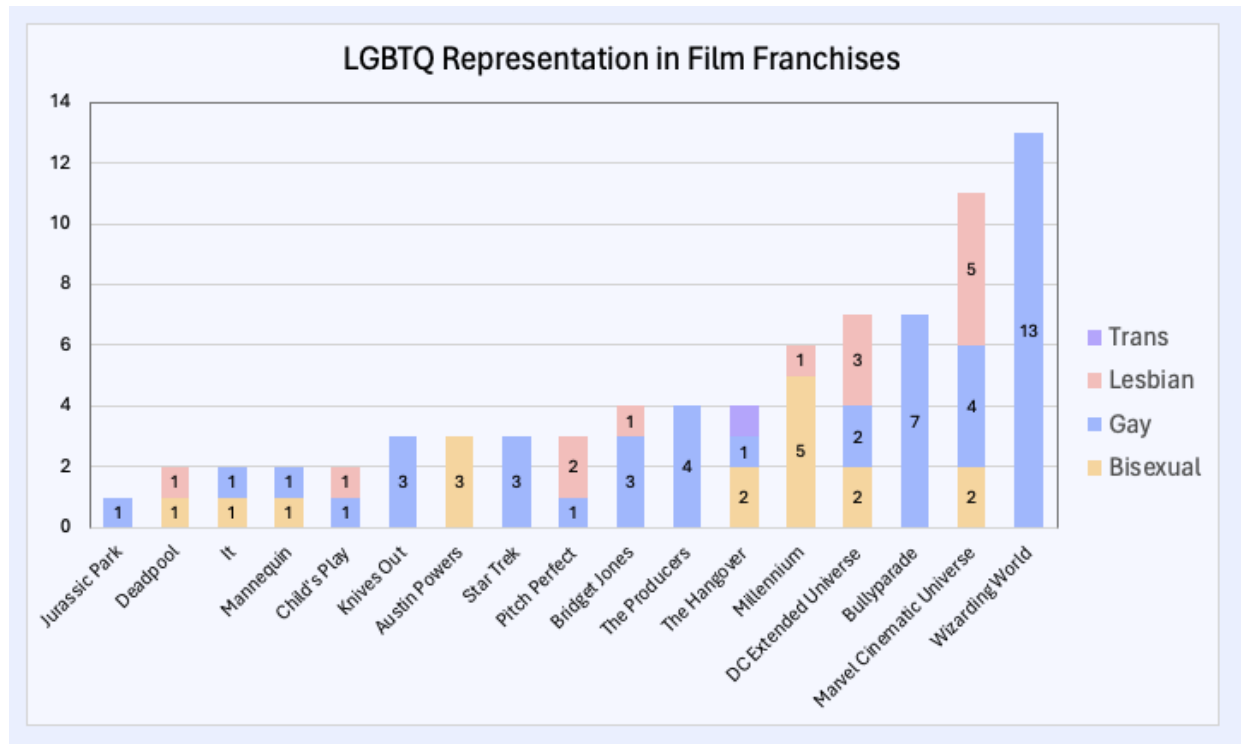
Case Study - Nicole Yakobi

Lesbian Representation Frequency Over Time (# of Films)



Gay Representation Frequency Over Time (# of Films)





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ⁱ As a gay woman, this data analysis project on LGBTQ+ representation in films held profound personal significance, enabling me to leverage my skills in Excel, analytical thinking, and asking insightful questions to advocate for more authentic and inclusive queer narratives that resonate with my lived experiences.

Thank you for coming this far!

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