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# Breaking Bad

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## Introduction

It is an American crime drama television **series** created and produced by *Vince Gilligan* for AMC. Set and filmed in Albuquerque, New Mexico, the series follows *Walter White* (Bryan Cranston), an underpaid, dispirited high-school chemistry teacher struggling with a recent diagnosis of stage-three lung cancer. White turns to a life of crime and partners with a former student, *Jesse Pinkman* (Aaron Paul), to produce and distribute methamphetamine to secure his family's financial future before he dies, while navigating the dangers of the criminal underworld. Breaking Bad premiered on AMC on January 20, 2008, and concluded on September 29, 2013, after five seasons consisting of **62** episodes.



Breaking Bad Logo

```
library(readxl)
data <- read_excel('/Users/polaparol/Documents/DS-sem4/rresearch/dane_bb.xlsx')

summary(data)

##      Season      Episodes      Date      Avg_views
## Min.   :1.00   Min.    : 7.00   Min.    :2008-01-01 00:00:00   Min.    :1.230
## 1st Qu.:2.25   1st Qu.: 8.00   1st Qu.:2009-05-31 06:00:00   1st Qu.:1.515
## Median :3.50   Median :10.50   Median :2010-10-30 12:00:00   Median :1.715
## Mean   :3.50   Mean    :10.33   Mean    :2010-10-26 00:00:00   Mean    :2.846
## 3rd Qu.:4.75   3rd Qu.:13.00   3rd Qu.:2012-03-31 12:00:00   3rd Qu.:2.609
## Max.    :6.00   Max.    :13.00   Max.    :2013-08-01 00:00:00   Max.    :8.061
##      Ranking
## Min.    :8.300
## 1st Qu.:8.625
## Median :8.900
## Mean    :8.850
## 3rd Qu.:9.175
## Max.    :9.200

max(data$Avg_views)

## [1] 8.0614

str(data)

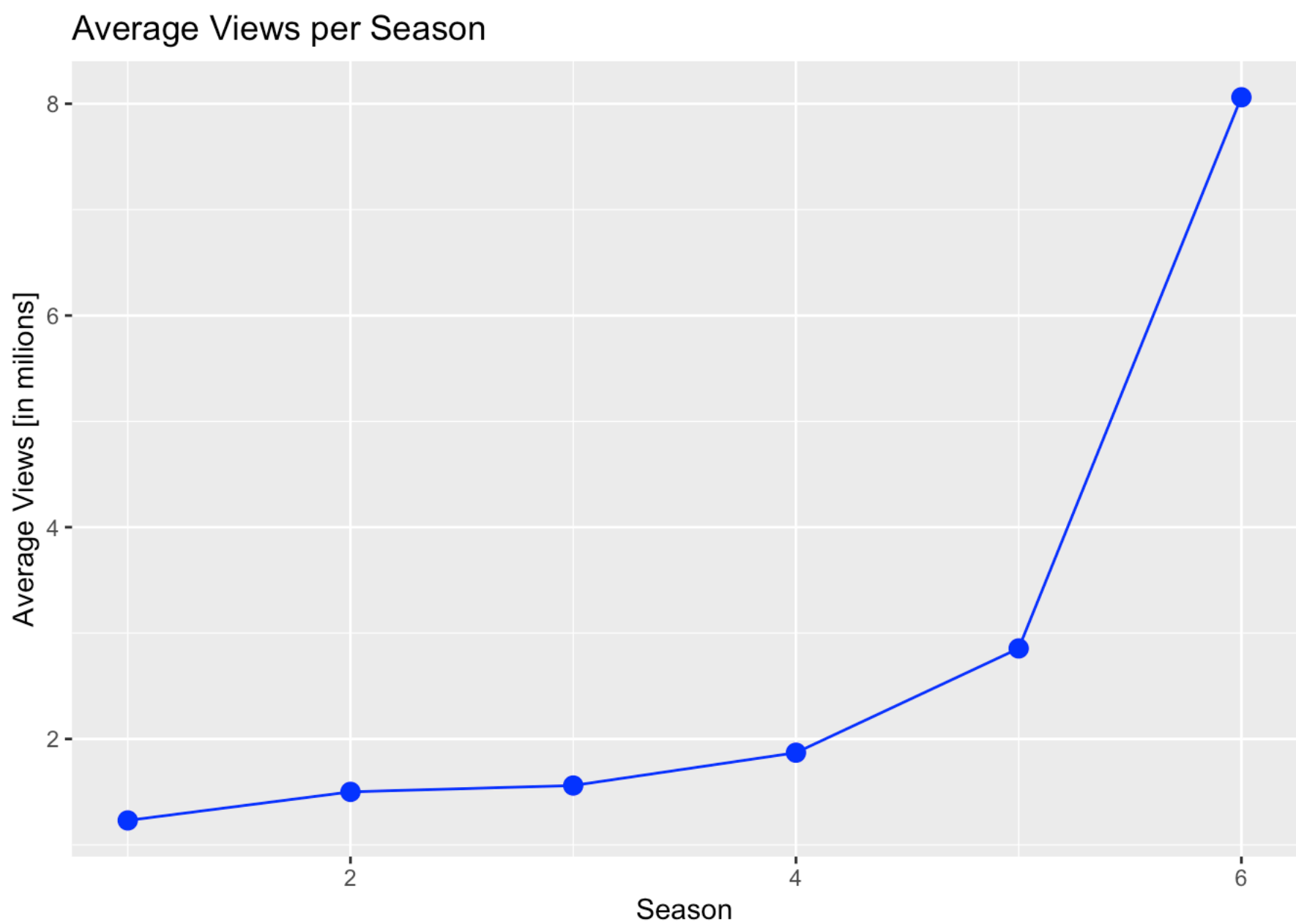
## tibble [6 × 5] (S3: tbl_df/tbl/data.frame)
##  $ Season      : num [1:6] 1 2 3 4 5 6
##  $ Episodes    : num [1:6] 7 13 13 13 8 8
##  $ Date        : POSIXct[1:6], format: "2008-01-01" "2009-03-01" ...
##  $ Avg_views   : num [1:6] 1.23 1.5 1.56 1.87 2.85 ...
##  $ Ranking     : num [1:6] 8.3 8.6 8.7 9.1 9.2 9.2
```

## Data Analysis

### Series View on TV

As we know, Breaking Bad is one of the most popular series, which is available on Netflix. However, it was also broadcasted on TV. Season-to-season viewing data is available. season 5 was divided into two parts, for analysis purposes it was divided into seasons 5 and 6. . Average growth rate over the seasons was on average equal to 1.13 millions. It was mainly due to the big increase between two last parts of the last season (by 5.2064 millions).

```
library(ggplot2)
ggplot(data, aes(x = Season, y = Avg_views)) +
  geom_point(size = 3, color = "blue") +
  geom_line(color = "blue") +
  labs(x = "Season", y = "Average Views [in millions]", title = "Average Views per Season")
```



```
growth <- data$Avg_views[6] - data$Avg_views[1]
growth_rate <- growth/6
growth_rate
```

```
## [1] 1.138567
```

```
growth_5_6 <- data$Avg_views[6] - data$Avg_views[5]
growth_5_6
```

```
## [1] 5.2064
```

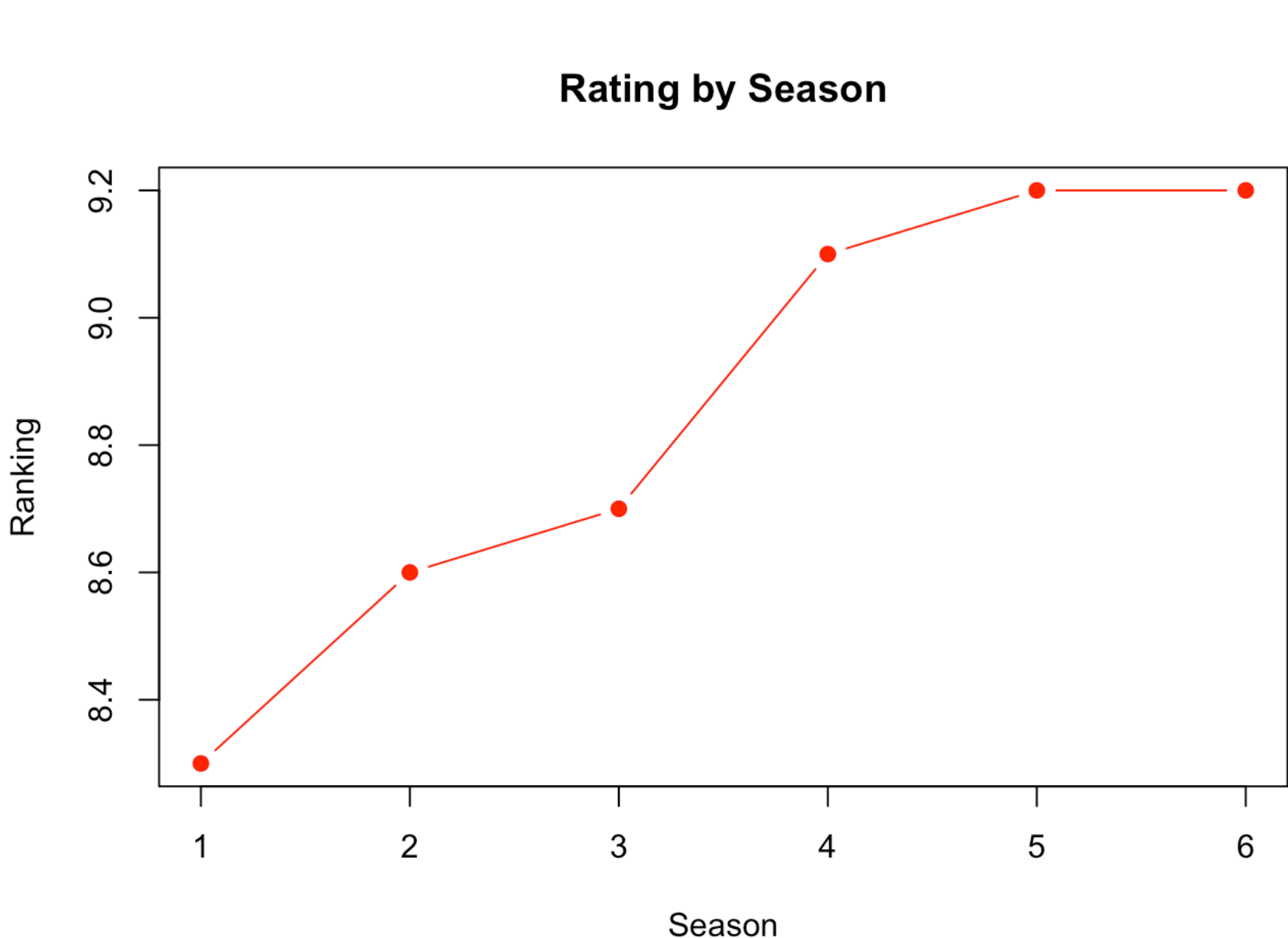
### Filmweb Rating

Based on the chart below, we can see that the ranking on the filmweb platform increased with each subsequent season. Rating acheived in the last season is one of the highest among all series. The average rating increase was approximately 0.13

```
change <- data$Ranking[6] - data$Ranking[1]
change_rate <- change/5
change_rate
```

```
## [1] 0.18
```

```
plot(data$Season, data$Ranking, type = "b", pch = 19,
     col = "red", xlab = "Season", ylab = "Ranking", main = "Rating by Season")
```



## Conclusions

theme Based on this basic analysis we can conclude that Breaking Bad is a popular series with a high rating.