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Movie Rating Analysis – Tableau

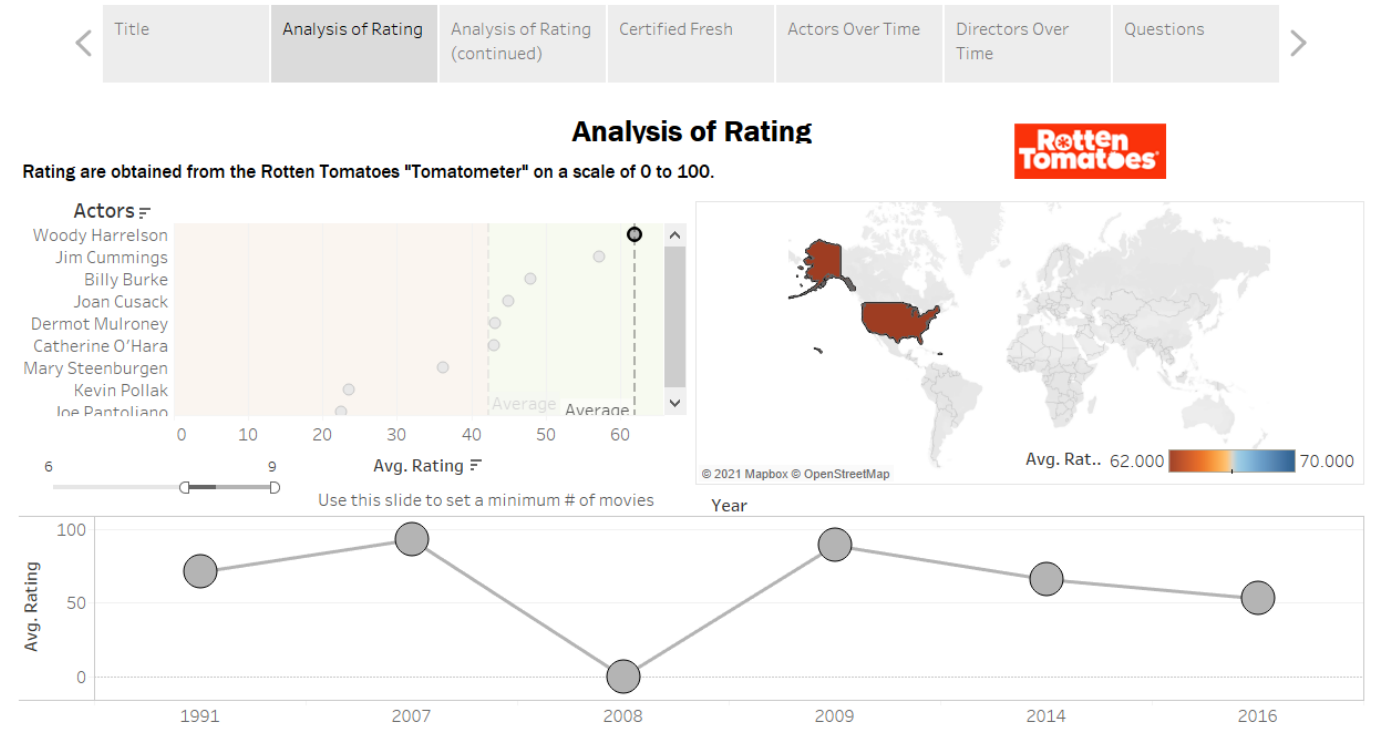
Project Objectives:

Look at the relationships between different movie characteristics. These include actors, genres, year released, country, directors, and runtime. I wanted to use Tableau's features and create interactive dashboards which showcase specific information depending on what the viewer clicks on.

The data consists of 8,000 Rotten Tomatoes movies and ratings. I used python to clean the data by removing any missing values and filtering only the movies with valid Rotten Tomatoes ratings.

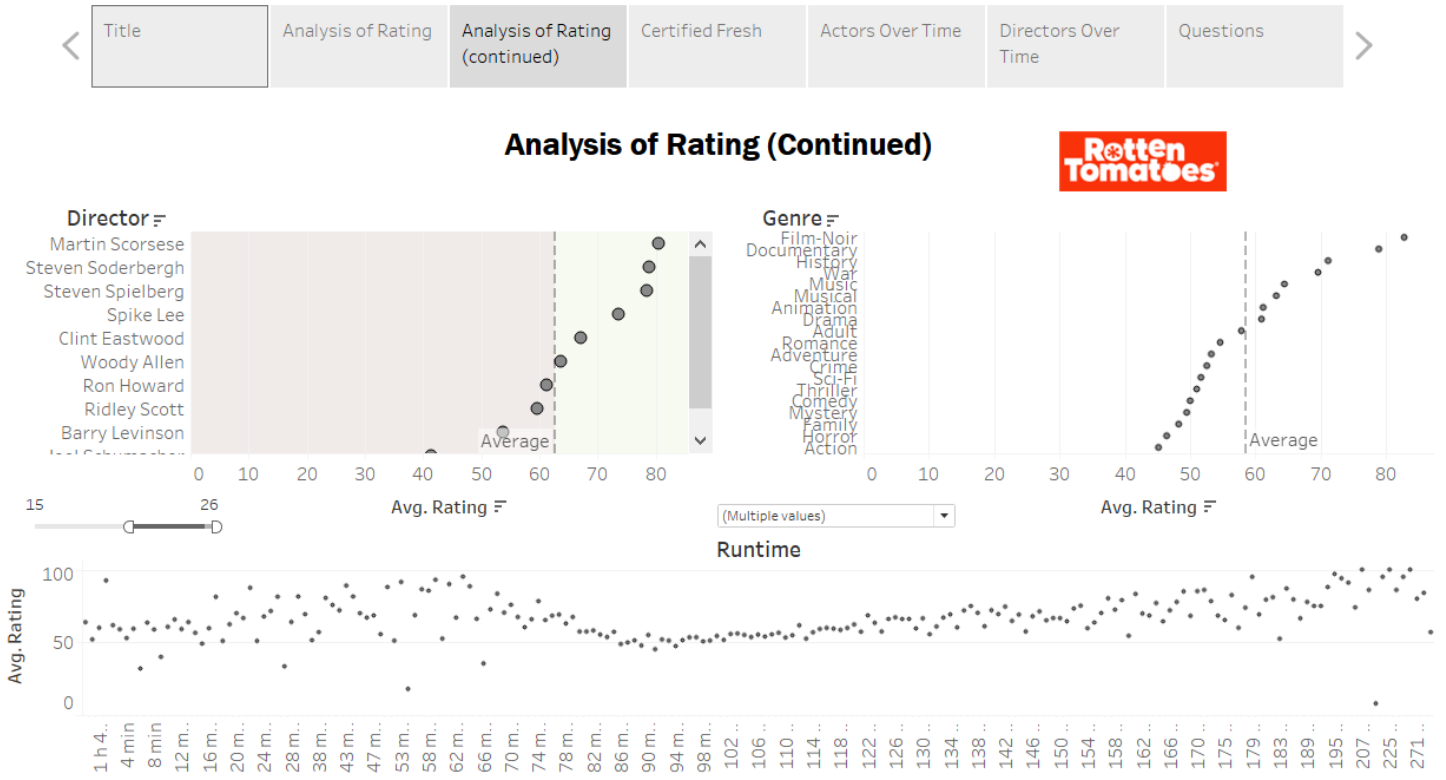
Dashboard # 1:

The first dashboard looks at all the actors in the dataset. There is a slider which allows the user to select the minimum number of movies an actor needs to have appeared on. In addition, the viewer can select any actor, country, or year to analyze that feature more thoroughly. For example, if we click on Woody Harrelson, we can see where his movies were made, the average rating per year, and also his overall average rating and where he stands when compared to the mean of all actors. The tooltip when hovering over his name tells us how many movies he appeared on.



Dashboard #2:

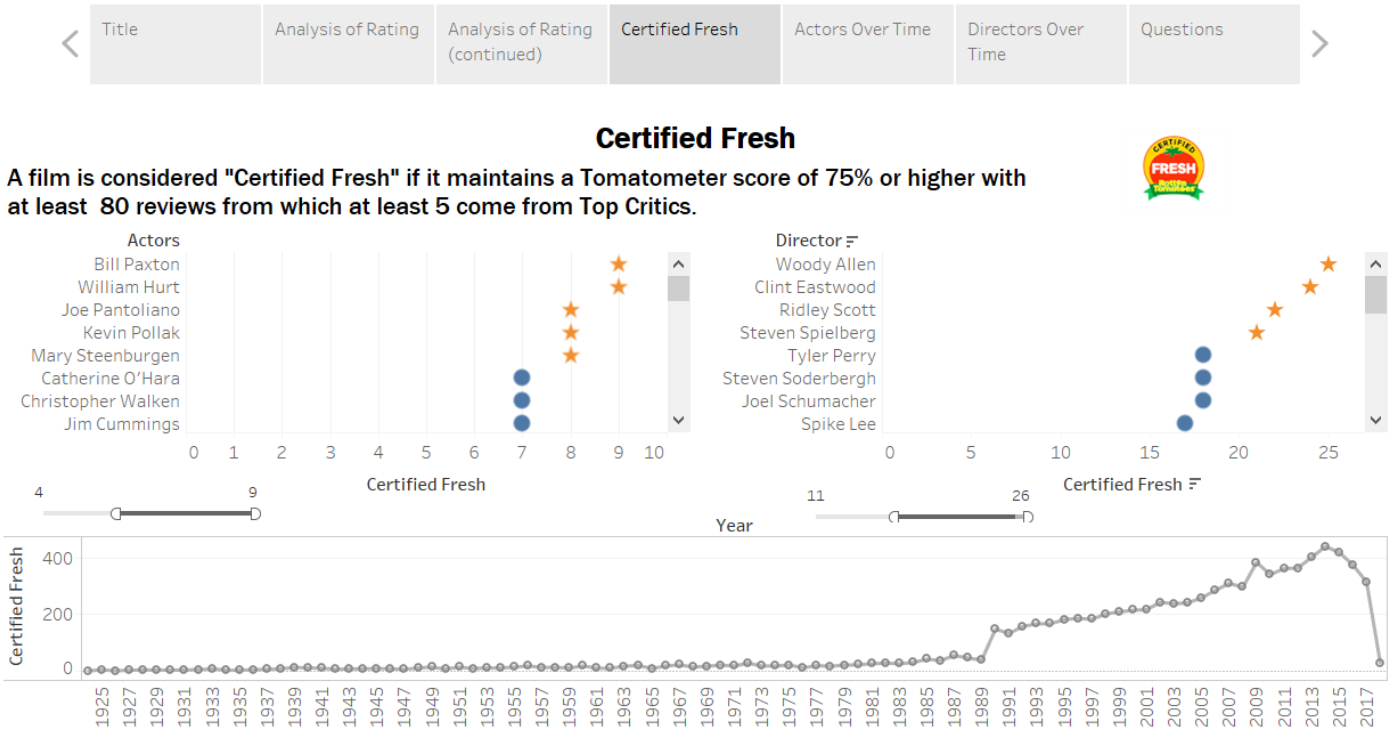
In this dashboard we look at the different directors, genres, and runtime. The viewer can select how many movies directed and the genres visualized. The directors and the genres are also sorted by movie rating. An interesting trend can be seen with the runtime, as the rating steadily increases along with the runtime after 90 minutes. The tooltips give us the average rating and also how many movies were directed by each director.



Dashboard #3:

Now, we look at only the films which are “Certified Fresh”. This means that they received a rating of 75% or higher with at least 80 reviews, 5 of these coming from “Top Critics”.

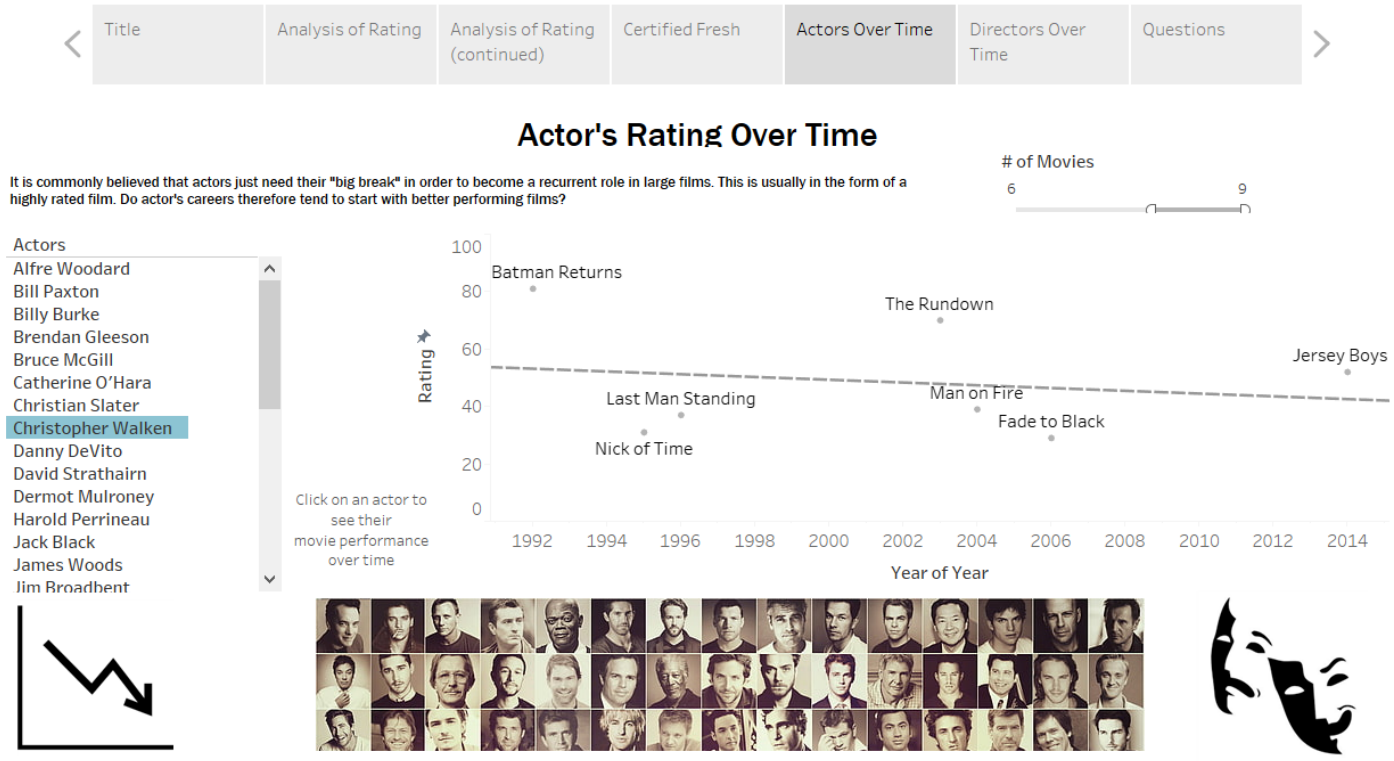
We sort the actors and directors by number of “Certified Fresh” movies and also show how many of these movies were released per year. We can see that the number of these highly rated movies dramatically increases after the 1980’s. However, this is probably because newer movies are more likely to be rated 80+ times. The tooltips display the number of “Certified Fresh” movies and the stars symbolize that these actors/directors are elite when based off this category.



Dashboard #4:

For the next dashboard, I wanted to analyze the actors' performances over their careers. It is commonly believed that actors just need one "big break" in order to become a recurrent role in larger films. Therefore, we expect their careers to begin with one highly rated film and usually experience a downwards trend after that. We have a list of actors from which the viewer can select one, updating the line graph on the left. This graph shows the actor's movies and their rating over their whole careers.

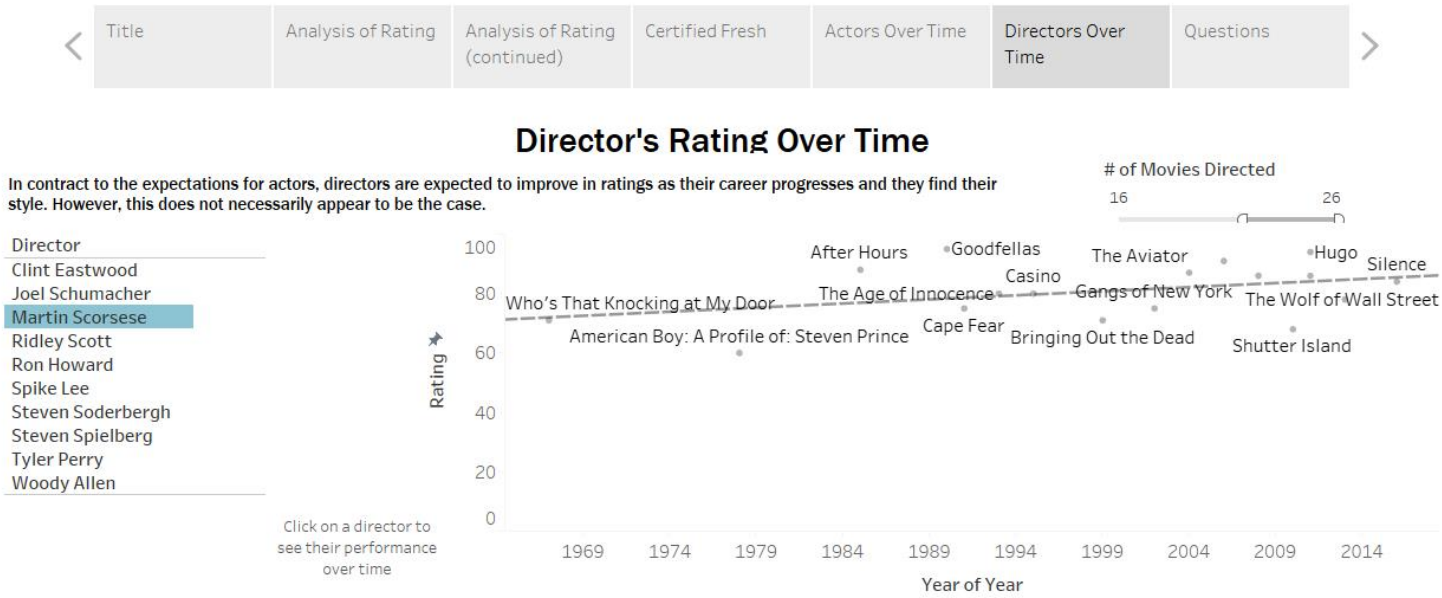
For this screenshot, we will select Christopher Walken, who appeared in Batman Returns, The Rundown, and Jersey Boys.



Dashboard #5:

For our last dashboard, I wanted to replicate what I just created with the actors, but with directors instead. This time, we expect directors to improve their craft as their careers progress and they find their style. We have the same layout as the last dashboard with a list of directors on the left and a line graph on the right, with its corresponding trend line. It's very interesting to see how big-name directors perform as the years go by.

For our screenshot, we will be looking at Martin Scorsese, who directed Goodfellas, Shutter Island, and The Wolf of Wall Street.



This project shows the versatility of Tableau and how it allows us to create many different visualizations with possibility of interaction from the viewer.