

ENTERTAINER DATA ANALYTICS



GRAMMY



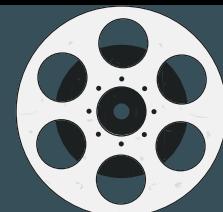
EMMY



OSCAR



ENTERTAINALYZE



BY RAHUL VEGDANI

INTRODUCTION



Normal life can be stressful, and people need to relax. Being entertained by others is a wonderful way to take some time out of life. It can reduce stress and make life's issues easier to face. The media and entertainment industry consists of film, television, radio, and print. These segments include movies, TV shows, radio shows, news, music, and books. Entertainment is an industry made up of various sub-industries devoted to providing amusement and enjoyment.

In this report, we delve into the analytics of famous entertainers, exploring their impact and popularity through various metrics. Analysts can effectively showcase the success of these entertainers using dashboards that highlight key data points such as the number of awards they have won. By leveraging data from multiple sources, we aim to provide a comprehensive overview of the entertainment landscape,

DATA COLLECTION



- Data was given into three parts:
 1. Entertainer-Basic Info
 2. Entertainer-Breakthrough Info
 3. Entertainer-Last work Info
- To enrich the dataset, additional fields were added:
 1. Total Awards Won: The total number of awards the entertainer has won across all categories.
 2. Total Nominations: The total number of nominations the entertainer has received.
 3. Profession: The primary profession of the entertainer (e.g., actor, musician).
 4. Oscar Awards Won: The number of Academy Awards (Oscars) the entertainer has won.
 5. Grammy Awards Won: The number of Grammy Awards the entertainer has won.
 6. Emmy Awards Won: The number of Emmy Awards the entertainer has won.
 7. Other Awards Won: The number of other significant awards the entertainer has won.

DATA PREPARATION



1. Data Cleaning:

- Duplicates: Removed any duplicate records to ensure each entertainer was represented only once in the dataset.
- Missing Values: Handled missing values by either imputing them with appropriate values or removing records with excessive missing data.
- Normalization: Standardized the format of dates, names, and other fields to ensure consistency.

2. Data Transformation:

- Total Awards Won: Summed the values of Oscar Awards Won, Grammy Awards Won, Emmy Awards Won, and Other Awards Won.
- Engagement Rate: Calculated if social media data was available, indicating the level of audience interaction.
- Categorization: Classified entertainers into categories based on their profession and the type of media they are primarily involved in.

DATA PREPARATION



3. Final Dataset Compilation:

- Combined the three parts of the dataset (Basic Info, Breakthrough Info, Last Work Info) into a single, comprehensive dataset.
- Using Jupyter Notebook, all three parts were combined and additional data fields were integrated into a single file named "**Entertainer-Final**".

"Entertainer-Final Data" has field:

- **Entertainer Name**
- **Gender**
- **profession**
- **Birth year**
- **Death year**
- **Year of Breakthrough/#1 Hit**
- **Breakthrough Name**
- **Year of Last Major Work (arguable)**
- **Year of First Oscar/Grammy/Emmy**
- **Award Won from Breakthrough**
- **Total Awards won**
- **Total Nominees**
- **Oscar Award won**
- **Grammy Award won**
- **Emmy Award won**
- **Other Award won**

DATA INTEGRATION AND FINAL DATASET COMPIRATION

The process of merging data from three separate files into a unified dataset using Python and the Pandas library.

Steps:

1. Loading Data:

The data from each Excel file was loaded into Pandas DataFrames. This involved reading the Entertainer-Basic Info, Entertainer-Breakthrough Info, and Entertainer-Last Work Info files.

2. Concatenating Data:

The Entertainer-Basic Info DataFrame was first concatenated with the Entertainer-Breakthrough Info DataFrame along the columns. This combined DataFrame was then further concatenated with the Entertainer-Last Work Info DataFrame.

3. Saving the Final Dataset:

This final dataset consolidates all relevant information into a single file, ready for analysis and reporting. “Entertainer-Final”.

CODE

```
import pandas as pd

#eb = Entertainer basic table
#ebt = Entertainer breakthrough
#el = Entertainer lastwork

file_path = r'C:\Users\Lenovo\Desktop\Jupyter\Entertainer - Basic Info.xlsx'
eb = pd.read_excel(file_path)
eb.head()
file_path = r'C:\Users\Lenovo\Desktop\Jupyter\Entertainer - Breakthrough
Info.xlsx'
ebt = pd.read_excel(file_path)
ebt.drop('Entertainer',inplace=True,axis=1)
ebt.head()
```

CODE

```
file_path = r'C:\Users\Lenovo\Desktop\Jupyter\Entertainer - Last work Info.xlsx'
el = pd.read_excel(file_path)
el.drop('Entertainer',inplace=True, axis=1)
el.head()

#concatenating the first two tables (eb and ebt)
main1 = pd.concat([eb,ebt],axis=1)
main1.head()
main=pd.concat([main1,el],axis=1)
main.head()

#saving file into excel
new_file = 'Entertainer-Final.xlsx'
main.to_excel(new_file)
```

OUTPUT:- ENTERTAINER-FINAL.XLSX

Entertainer	Gender (traditional)	Profession	Birth Year	Year of Death	Year of Breakthrough/#1 Hit/Award Nomination
Adele	F	Singer	1988		2008
Angelina Jolie	F	Actor	1975		1999
Aretha Franklin	F	Singer	1942		1967
Bette Davis	F	Actor	1908	1989	1934
Betty White	F	Actor	1922		1952

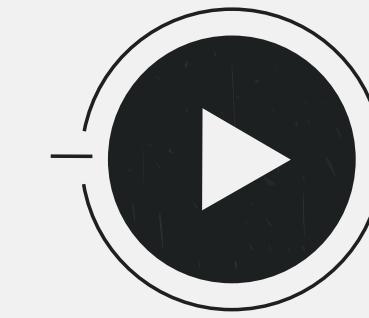
Breakthrough Name	Year of First Oscar/Grammy/Emmy	Year of Last Major Work (arguable)	Award Won from Breakthrough
19	2009	2016	Grammy
Girl, Interrupted	1999	2016	Oscar
I Never Loved a Man (The Way I Love You)	1968	2014	No Award
Of Human Bondage	1935	1989	No Award
Life with Elizabeth	1976	2016	Emmy

Total Awards won	Total Nominees	Oscar Won	Grammy Won	Emmy Won	Other Awards
32	64	1	15	0	16
58	174	1	0	0	57
29	67	0	20	0	9
34	57	2	0	1	31
39	79	0	2	5	32

DATA ANALYSIS

Descriptive Analysis:

- Total Awards Won: The total number of awards won by each entertainer across all categories.
- Total Nominations: The total number of award nominations received by each entertainer.
- Profession Distribution: The breakdown of entertainers by profession (e.g., actors, musicians).
- Award Breakdown: The distribution of different types of awards won, such as Oscars, Grammys, Emmys, and other significant awards.
- Demographics: Basic demographic information such as gender and birth year of the entertainers.



Comparative Analysis:

- Awards Comparison: Comparing the number of awards won by entertainers from different professions or genres.
- Breakthrough Year Comparison: Analyzing the years of breakthrough moments across different entertainers to identify trends over time.
- Recent Work Comparison: Comparing the recent major works of entertainers to assess current trends and activity levels in the industry.
- Gender Analysis: Comparing the achievements and demographics of male and female entertainers.

DATA ANALYSIS



Trend Analysis:

- Award Trends: Tracking the number of awards won by entertainers over the years to identify any increasing or decreasing trends.
 - Breakthrough Trends: Analyzing the distribution of breakthrough years to see if there are any notable peaks or shifts.
 - Recent Work Trends: Examining the timing of recent major works to understand the current activity levels of entertainers.
 - Lifetime Achievement Trends: Investigating the correlation between the birth year and the number of awards or nominations received over an entertainer's career.

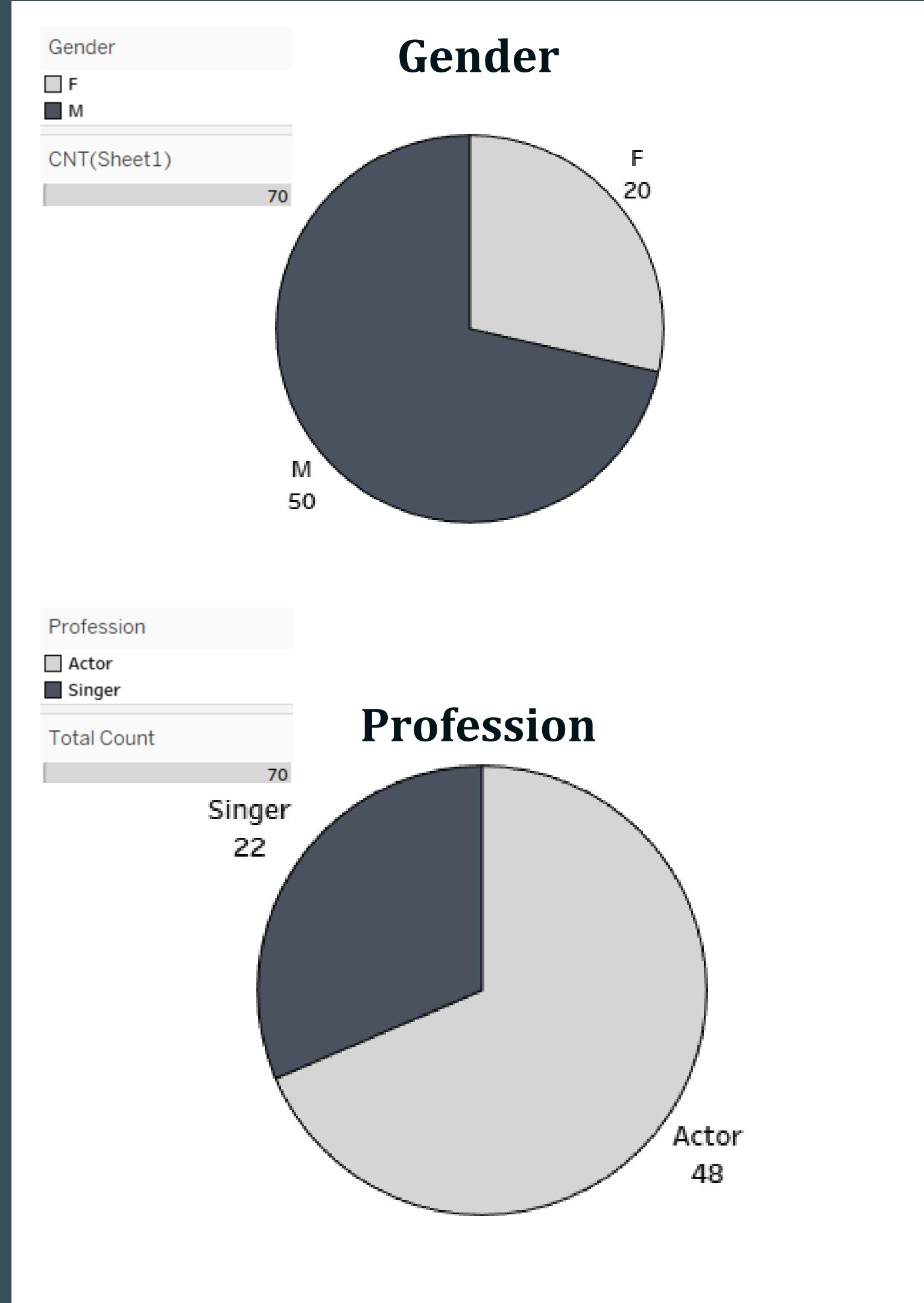




VISUALIZATION

To effectively present the insights derived from the entertainer data analytics, Tableau was utilized for visualization. Tableau's powerful data visualization capabilities allowed for the creation of interactive and visually appealing dashboards that facilitated deeper understanding and engagement with the data.

Here's how Tableau was employed in this project:



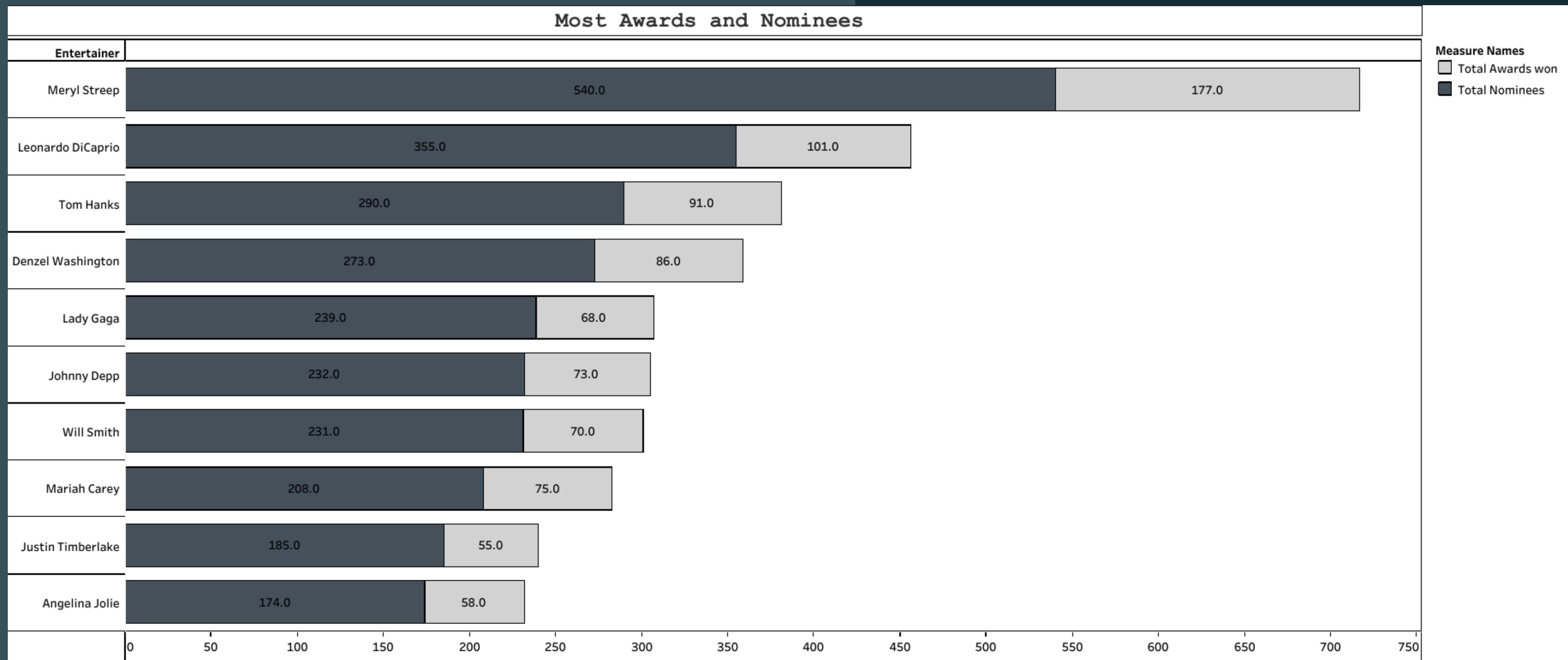
PROFESSION AND GENDER DISTRIBUTION

Pie Charts:

- Profession Distribution: A pie chart was created to visualize the distribution of entertainers by profession. This chart highlights the proportions of different professions (e.g., actors, singers) within the dataset.
- Gender Distribution: Another pie chart was used to display the gender distribution of the entertainers. This chart shows the percentage of male and female entertainers in the dataset.

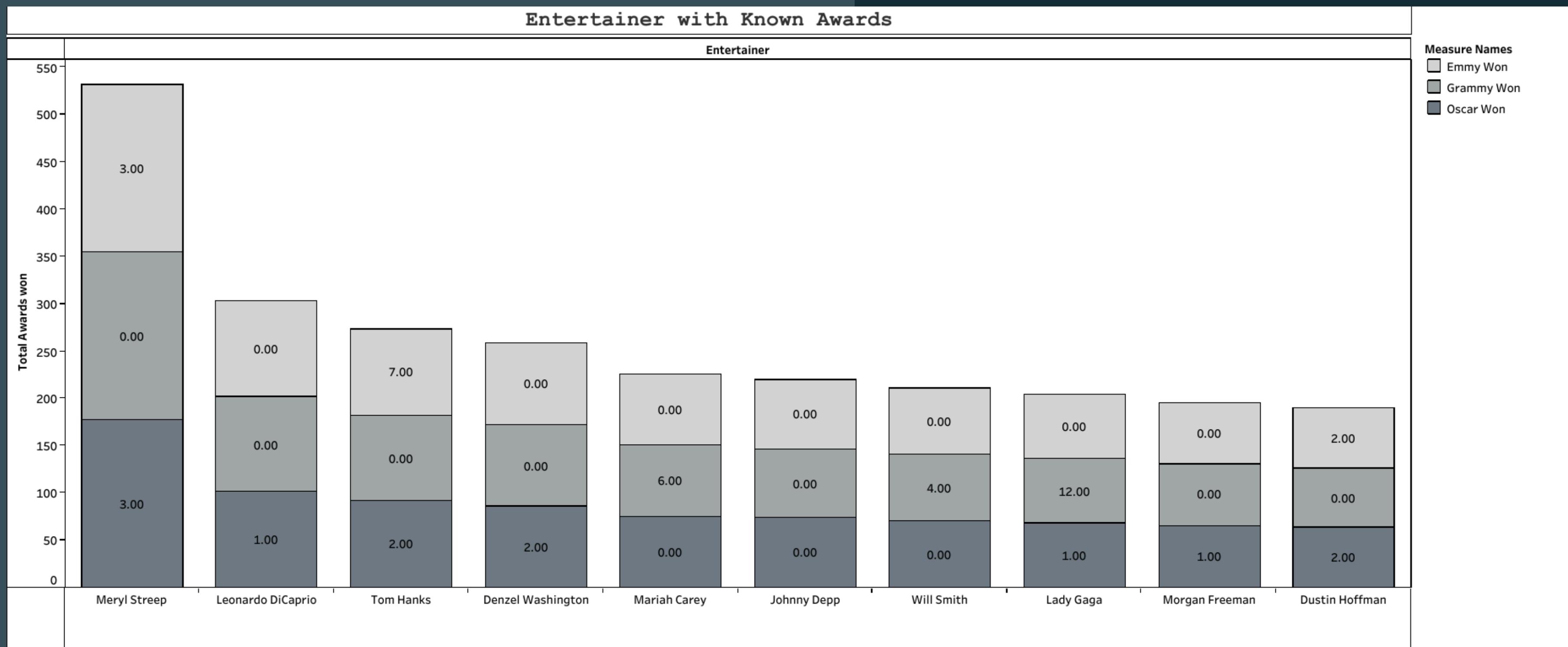
MOST AWARDS AND NOMINATIONS

The bar chart displayed shows the comparison of the most awarded and most nominated entertainers. This visualization provides a clear view of the top entertainers in terms of their achievements in awards and nominations.



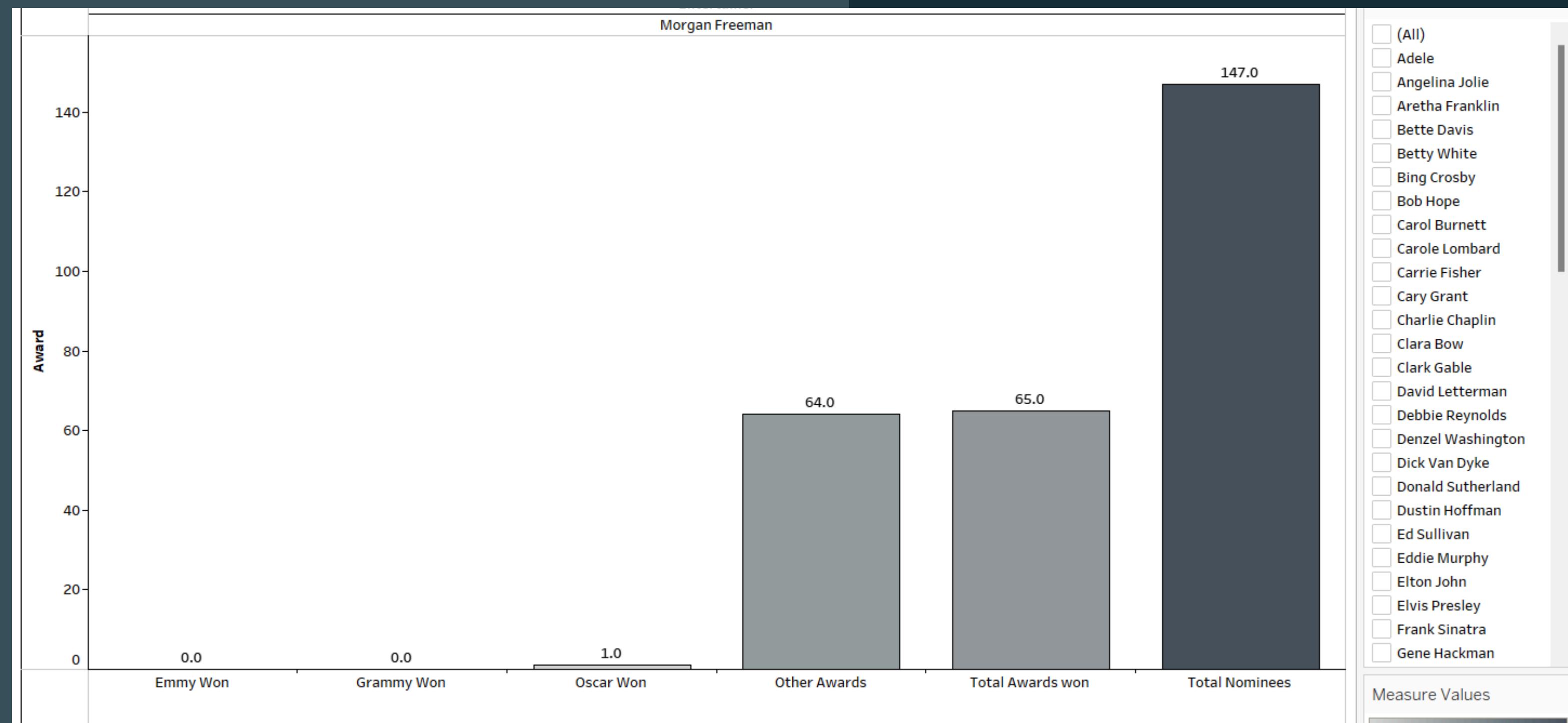
ENTERTAINER WITH KNOWN AWARDS

The provided bar chart visualization showcases entertainers with known awards, breaking down their total awards into specific categories like Oscars, Grammys, Emmys, and other awards. This visualization helps in understanding the distribution of different types of awards won by each entertainer.

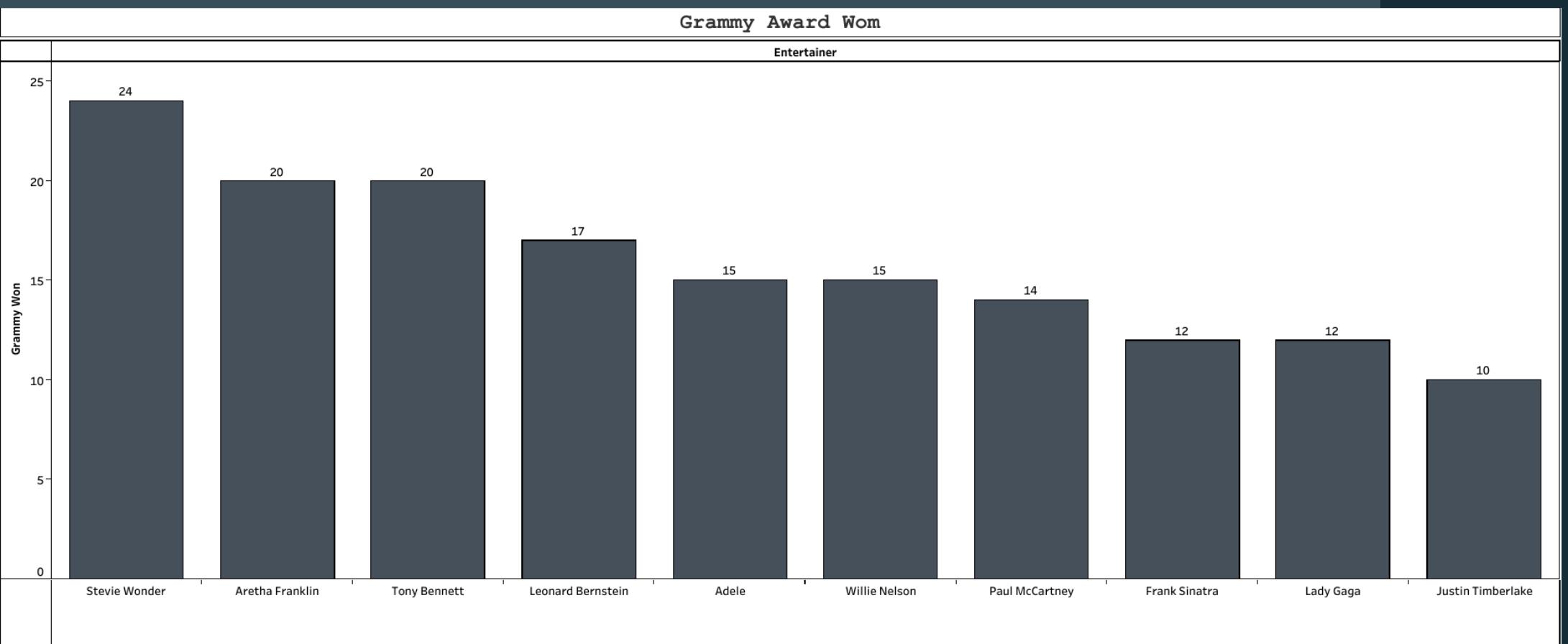


INDIVIDUAL ENTERTAINER INFO

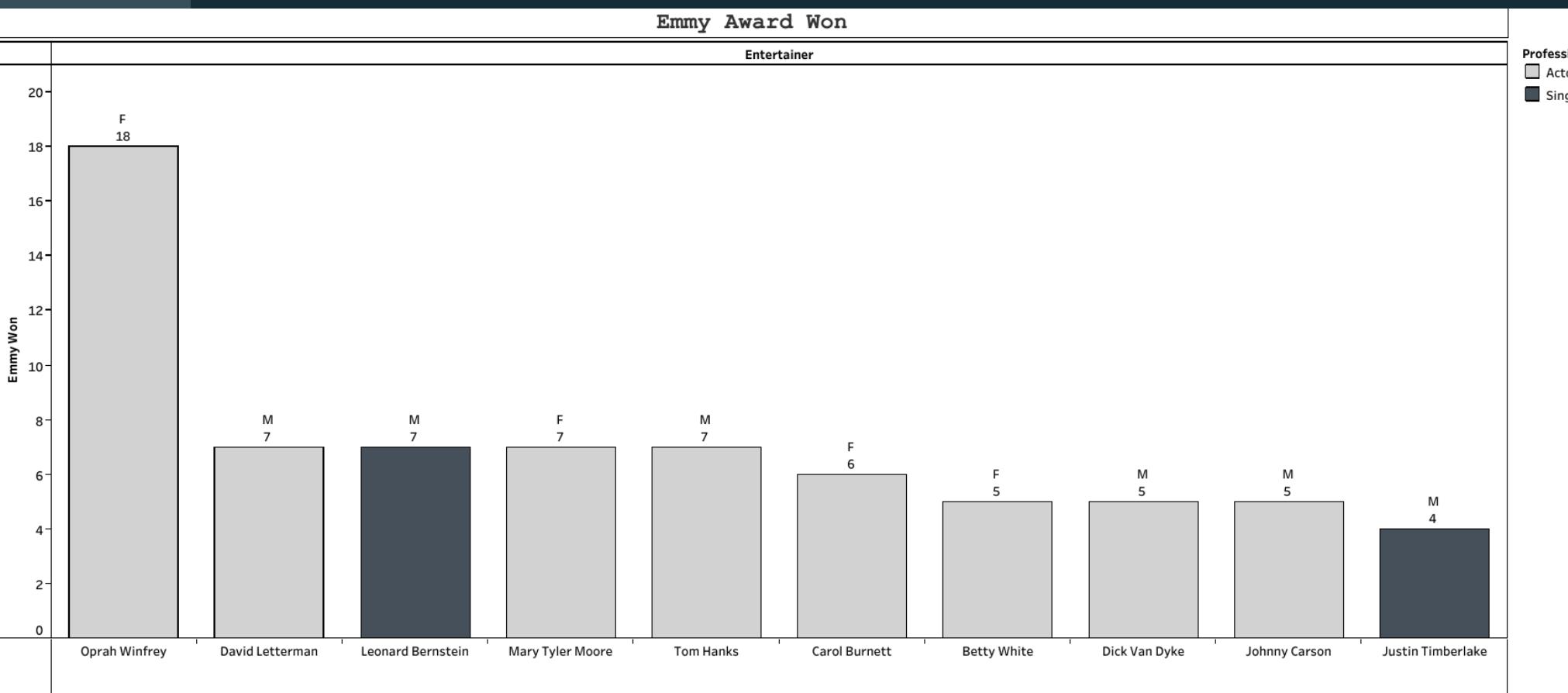
This visualization allows users to select an individual entertainer from a list to display specific details about their awards. The chart indicates the number of different awards won and total nominations for each selected entertainer. The awards categories include: Emmy Awards Won, Grammy Awards Won, Oscar Awards Won, Other Awards Won, Total Awards Won, Total Nominations



AWARDS

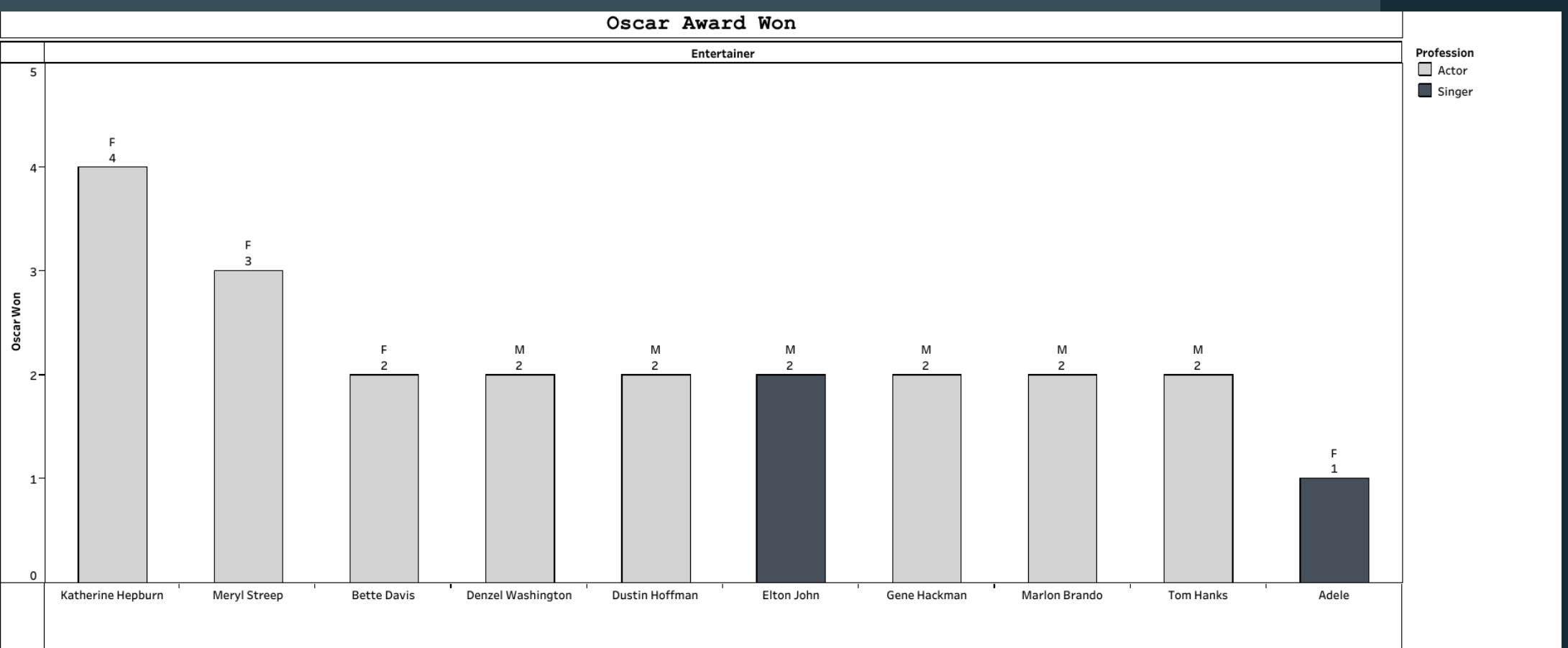


This bar chart shows visualization of Grammy Awards won by various entertainers. (Singer) only shown because Grammy award is for singer.

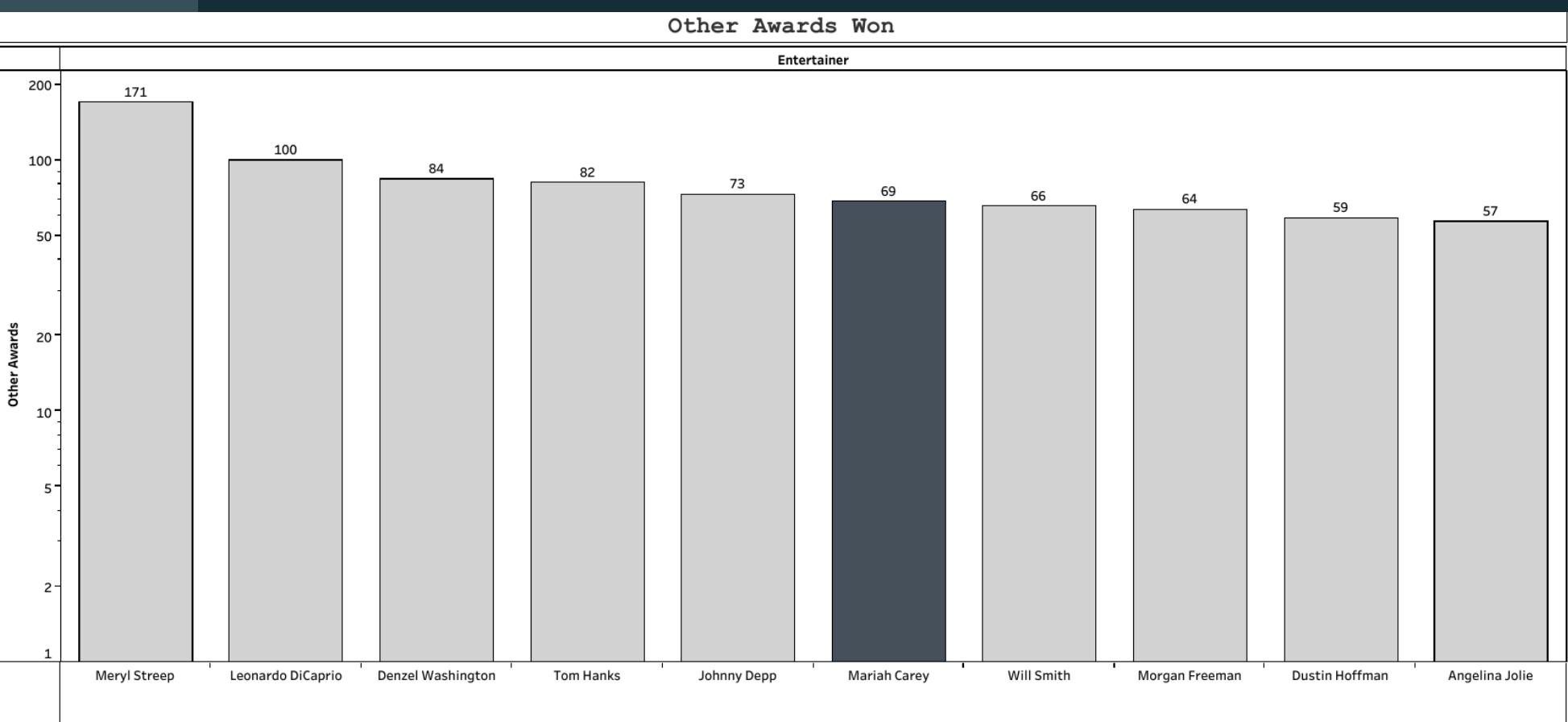


This visualization displays the number of Emmy Awards won by individual entertainers. The entertainers are categorized by their profession (Actor or Singer).

AWARDS



This visualization displays the number of Oscar Awards won by individual entertainers.

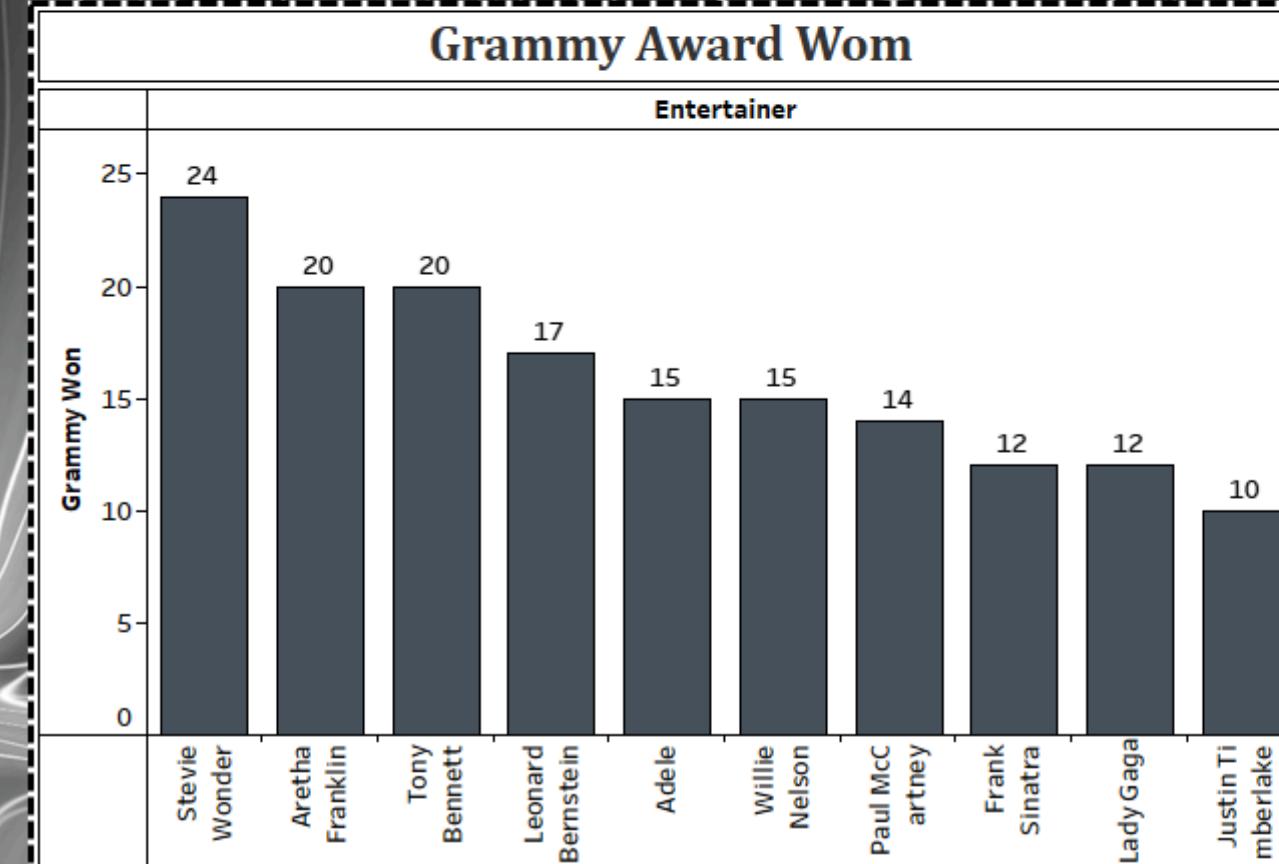
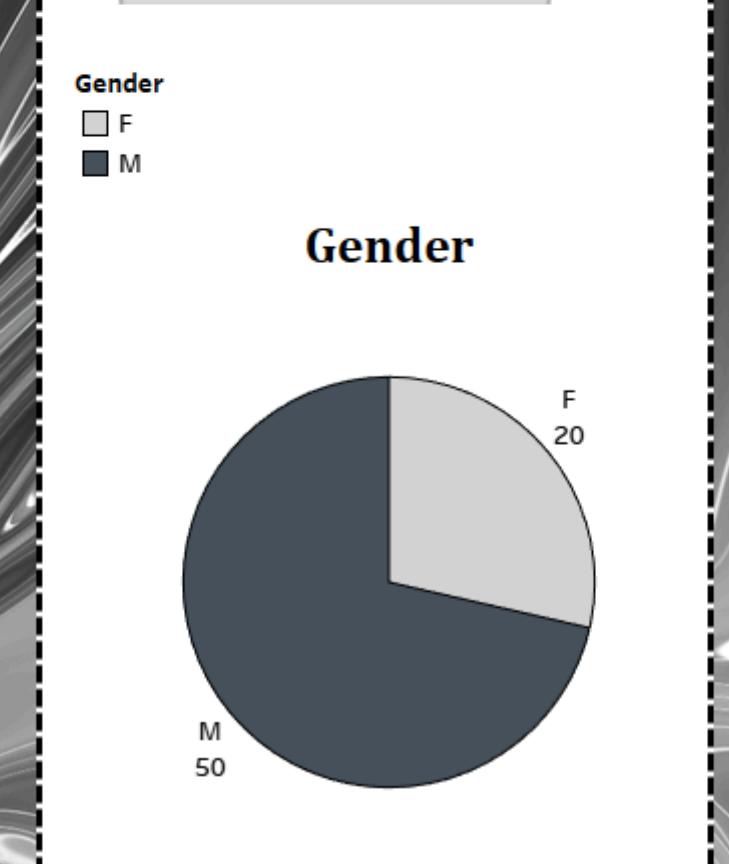
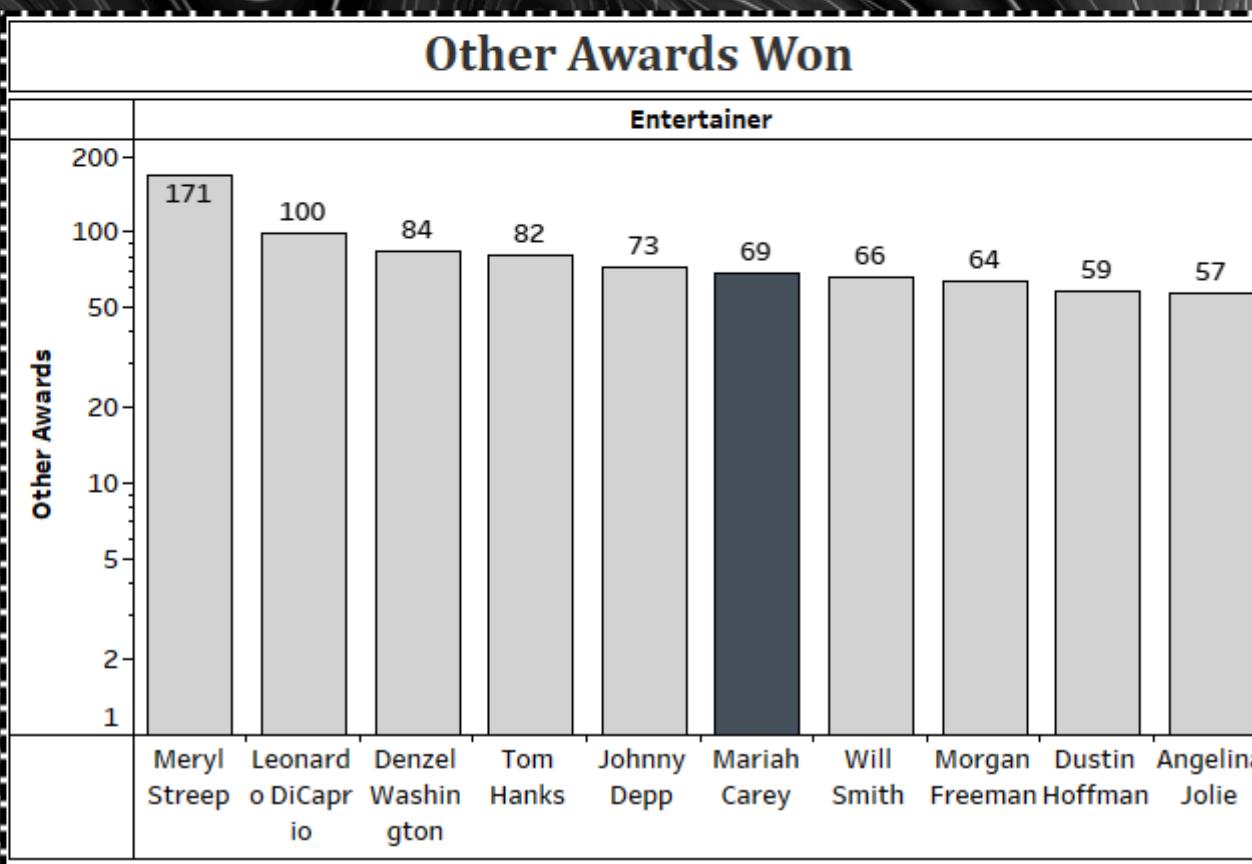
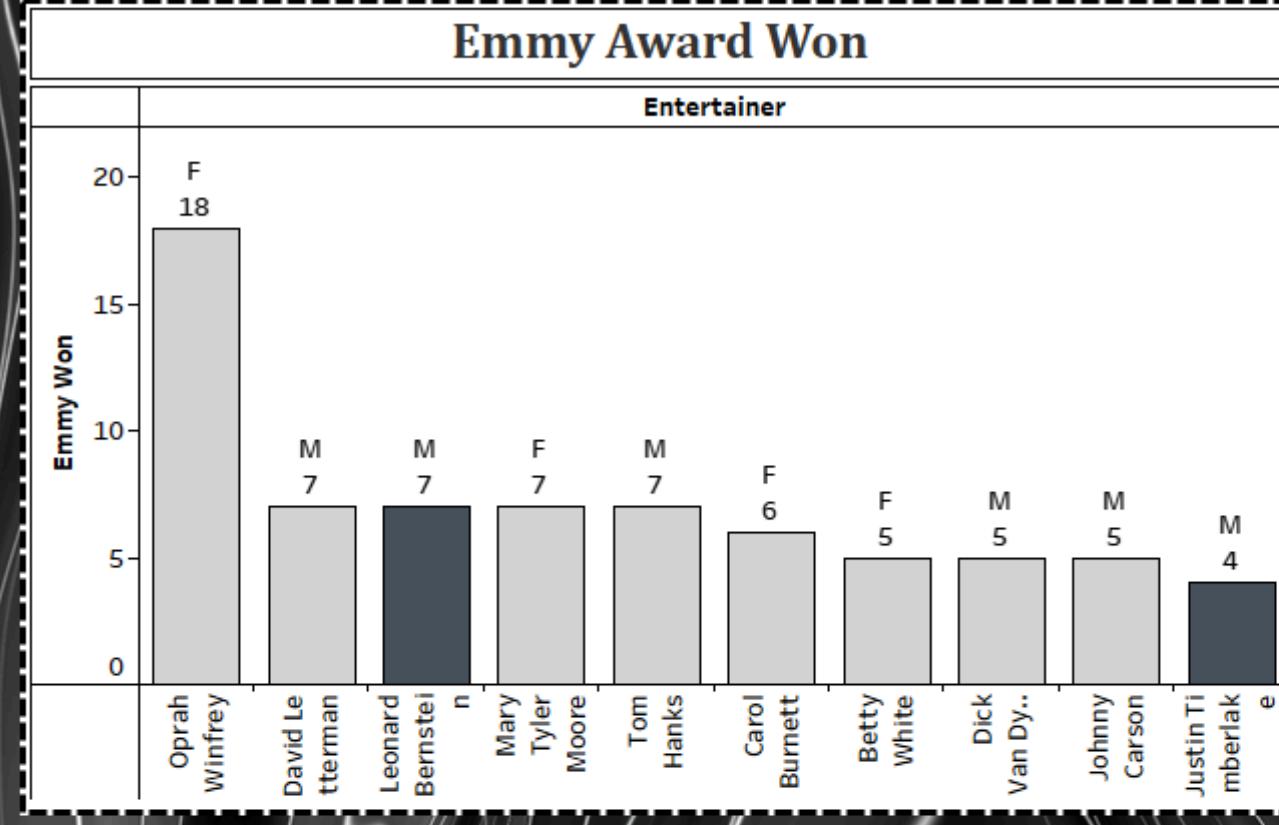
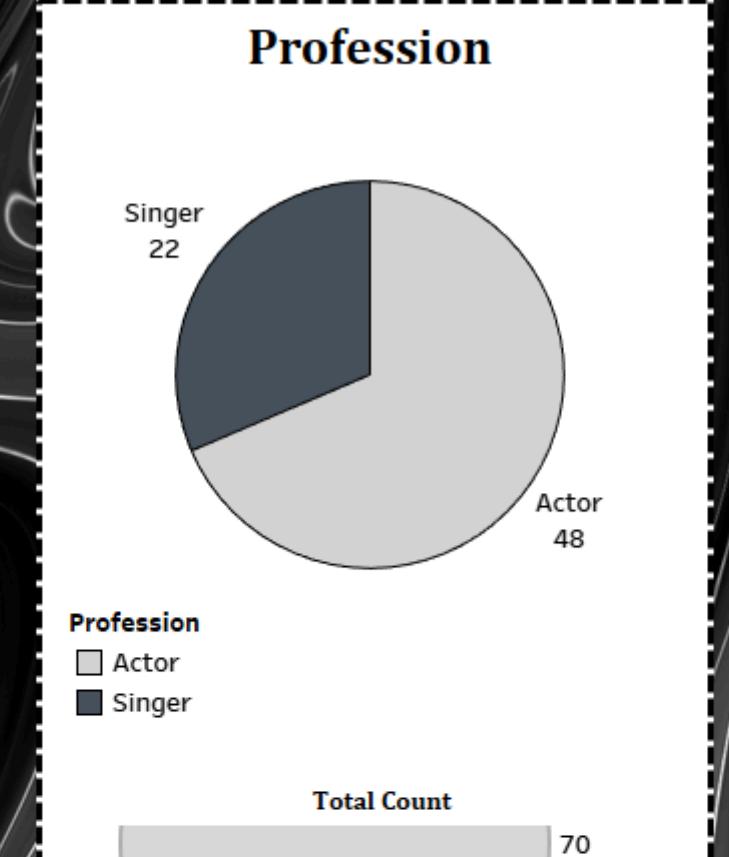
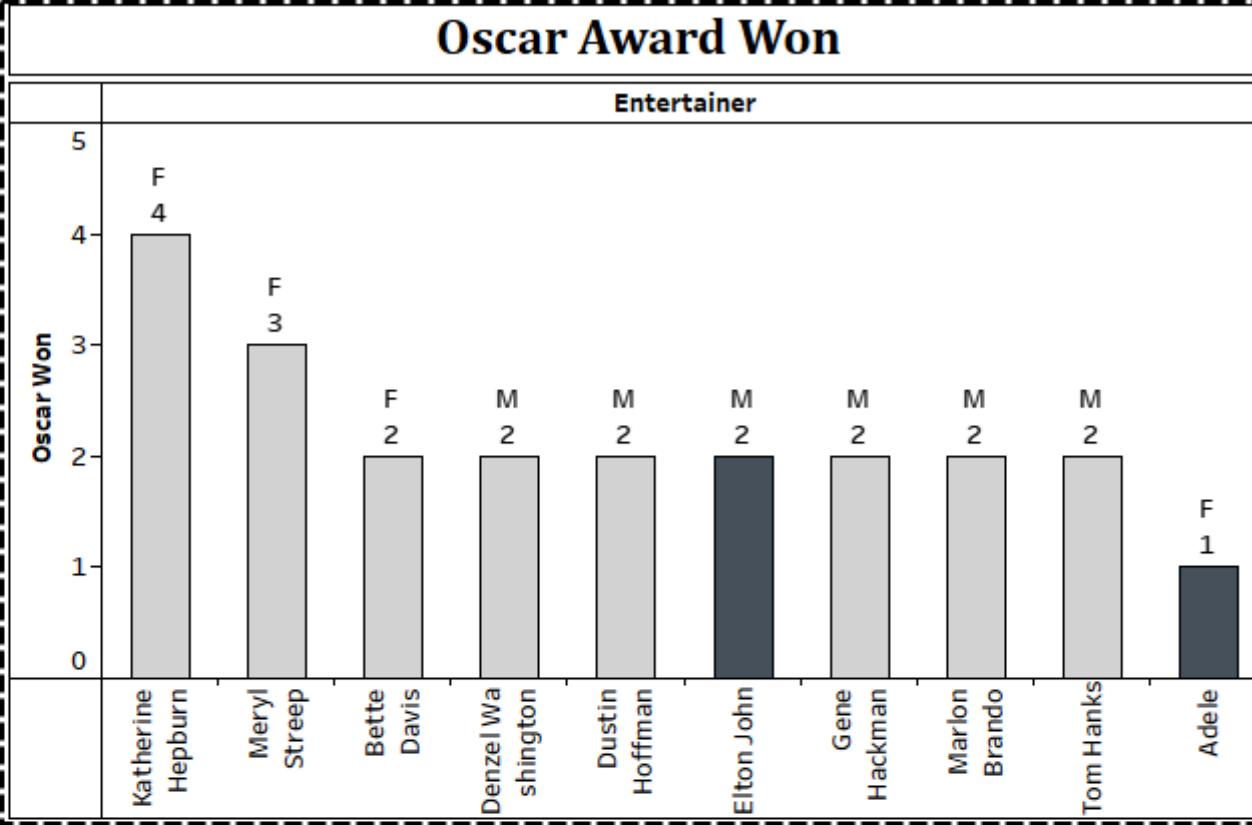


This visualization displays the number of Other Awards won by individual entertainers.

DASHBOARD I

Entertainalyze

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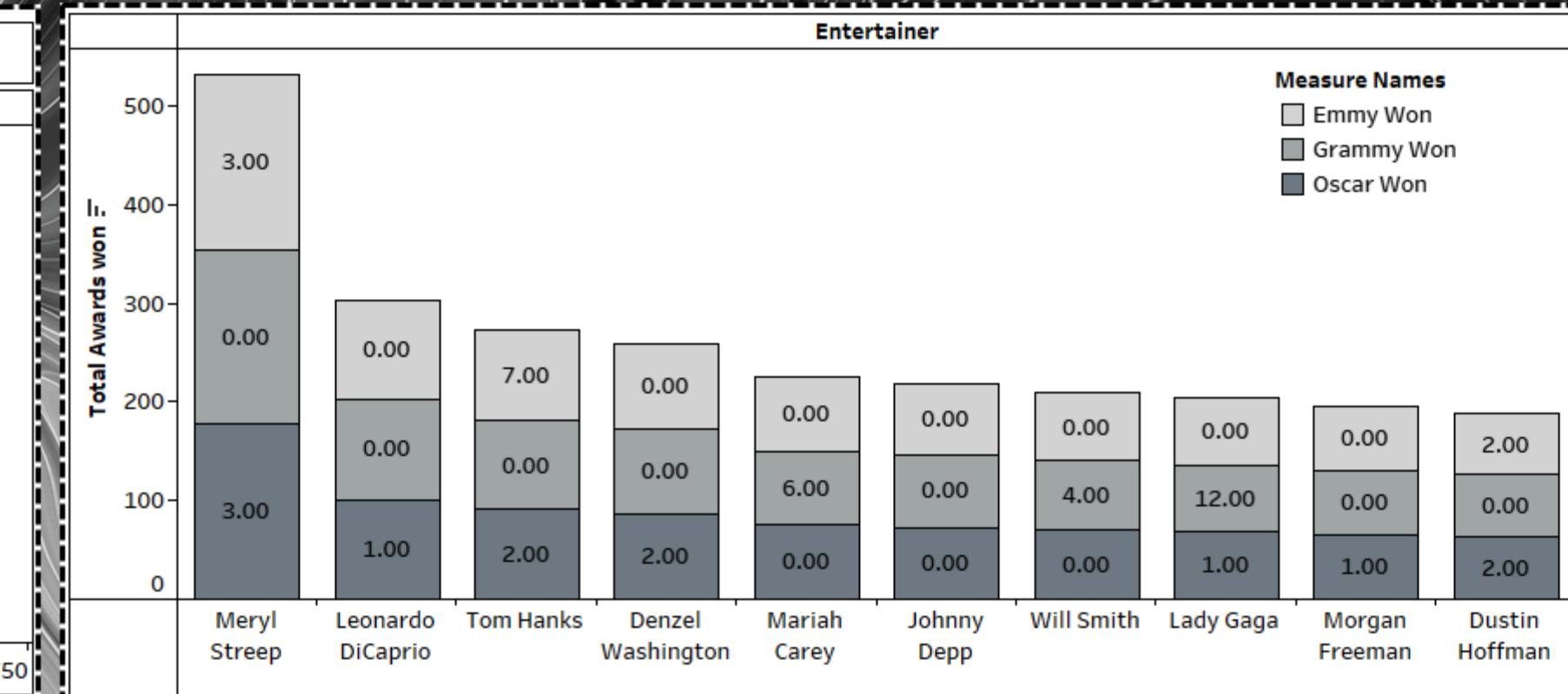
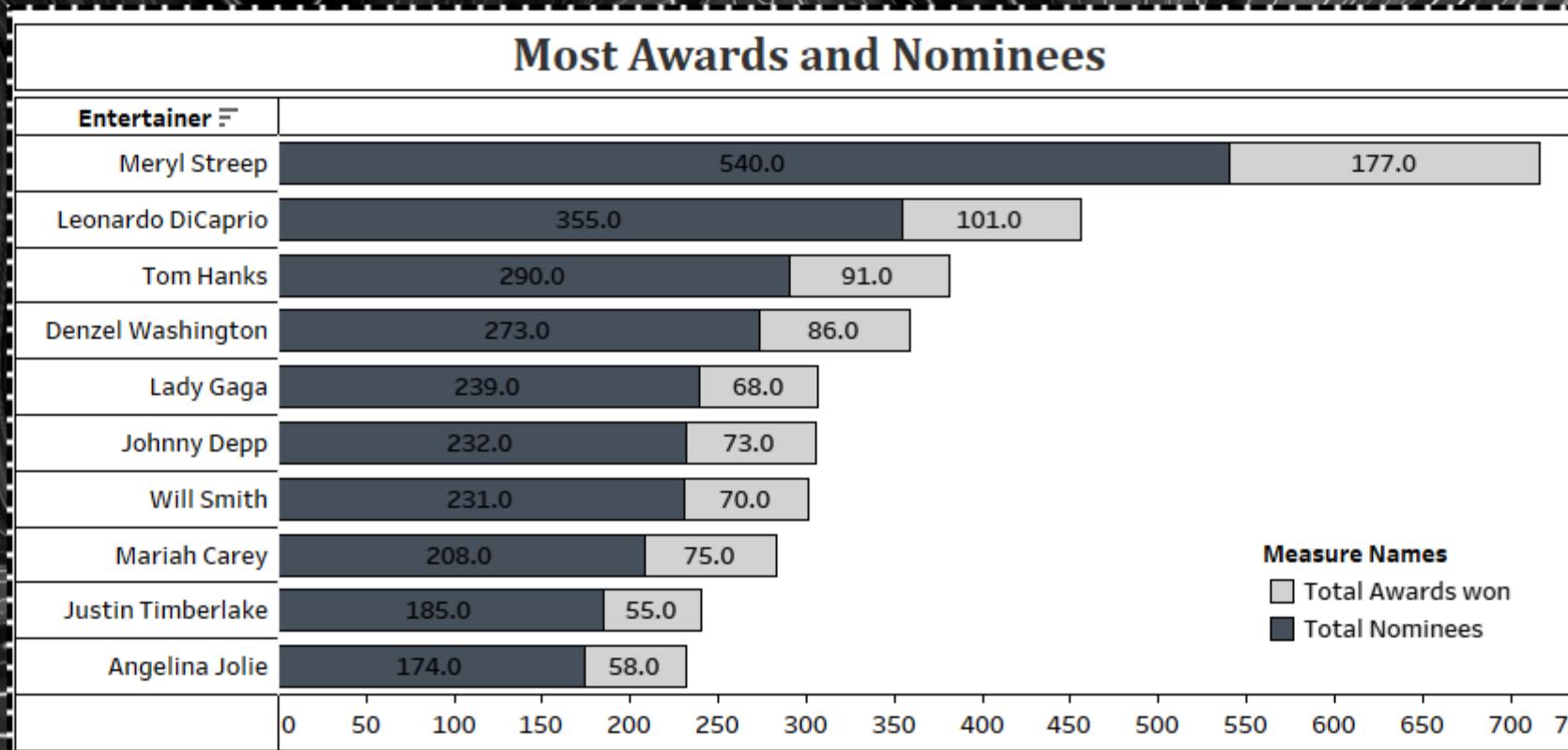
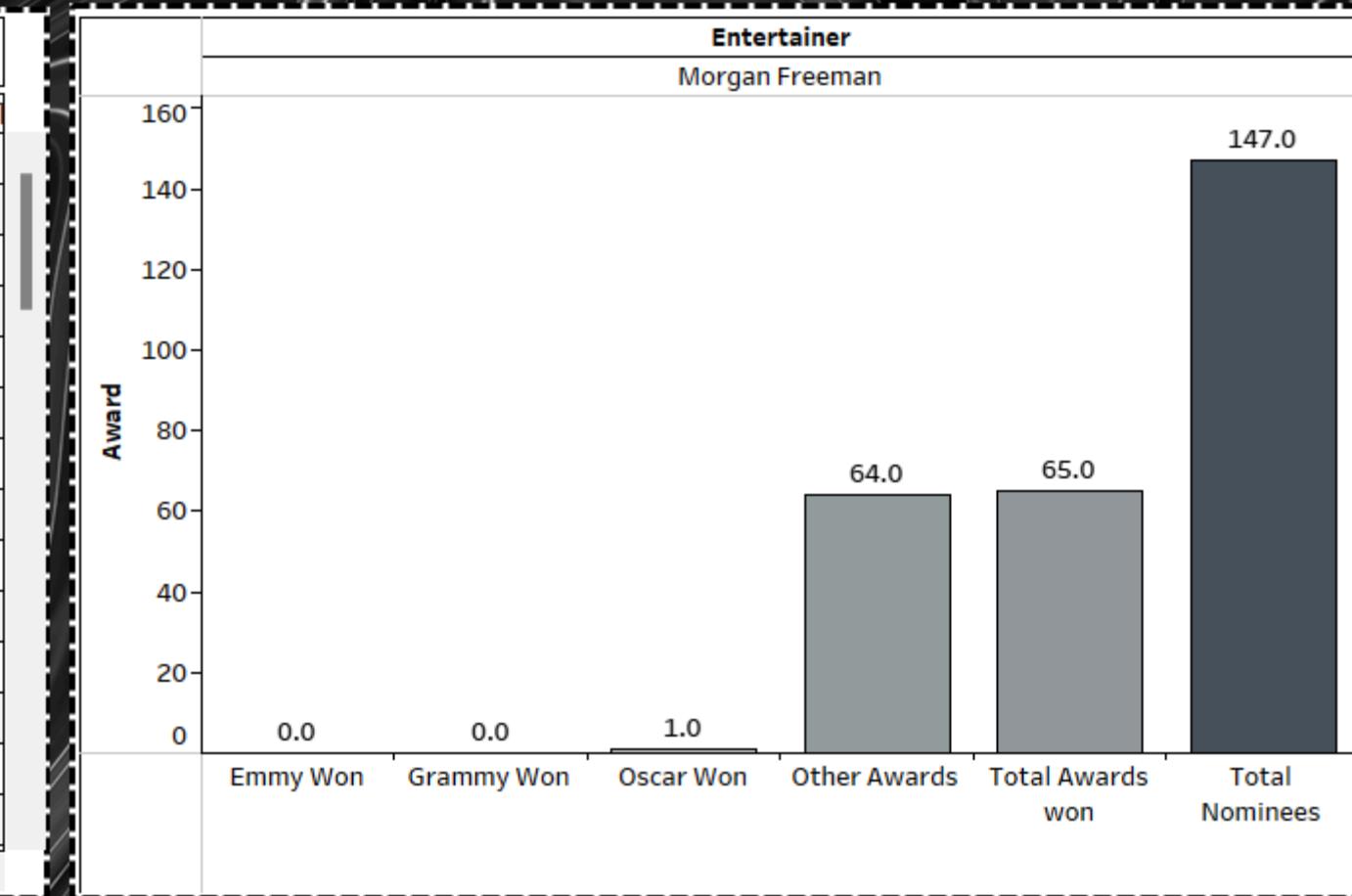


DASHBOARD 2

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Entertainalyze

Top Entertainer					
Entertainer	Emmy Won	Grammy Won	Oscar Won	Other Awards	Total Awards won
Meryl Streep	3.0	0.0	3.0	171.0	177.0
Leonardo DiCaprio	0.0	0.0	1.0	100.0	101.0
Tom Hanks	7.0	0.0	2.0	82.0	91.0
Denzel Washington	0.0	0.0	2.0	84.0	86.0
Johnny Depp	0.0	0.0	0.0	73.0	73.0
Lady Gaga	0.0	12.0	1.0	55.0	68.0
Will Smith	0.0	4.0	0.0	66.0	70.0
Mariah Carey	0.0	6.0	0.0	69.0	75.0
Justin Timberlake	4.0	10.0	0.0	41.0	55.0
Angelina Jolie	0.0	0.0	1.0	57.0	58.0
Morgan Freeman	0.0	0.0	1.0	64.0	65.0
Madonna	0.0	6.0	0.0	43.0	49.0
Oprah Winfrey	18.0	0.0	0.0	35.0	53.0
Dustin Hoffman	2.0	0.0	2.0	59.0	63.0



- Entertainer
- (All)
 - Adele
 - Angelina Jolie
 - Aretha Franklin
 - Bette Davis
 - Betty White
 - Bing Crosby
 - Bob Hope
 - Carol Burnett
 - Carole Lombard
 - Carrie Fisher
 - Cary Grant
 - Charlie Chaplin
 - Clara Bow
 - Clark Gable
 - David Letterman
 - Debbie Reynolds
 - Denzel Washington
 - Dick Van Dyke
 - Donald Sutherland



SUMMARY



This report examines the achievements of top entertainers in terms of their awards won, including Oscars, Emmys, and Grammys. Key findings indicate significant disparities in the number of awards won by different entertainers, with certain individuals dominating specific categories. Oprah Winfrey leads with the most Emmy awards, Stevie Wonder has the most Grammy awards, and Katherine Hepburn has won the most Oscars. The analysis reveals trends in award wins across professions and genders, providing insights for future research and industry recognition strategies.



THANK YOU