

Business Intelligence Solution on



Presented by:

Group 17

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PROBLEM STATEMENT

- **To perform in-dept analysis of Warner Bros products using business intelligence tool to make investors happy.**
- **How to judge movies using Tableau?**

BUSINESS INSIDER

TECH | FINANCE | POLITICS | STRATEGY | LIFE | ALL

PRIME | INTELLIGENCE



The movie business is in big trouble, and studios are scrambling to figure out the future

 **Brent Lang, Variety** Mar. 27, 2017, 4:48 PM



Anyone in the movie business who tells you they're not scared stiff about the future is probably lying.

There's ample reason to be fearful. It's been 128 years since Thomas Edison first helped usher in theatrical exhibition



Variety

LEARN MORE ABOUT ARTIFICIAL INTELLIGENCE WITH THIS EXCLUSIVE RESEARCH REPORT

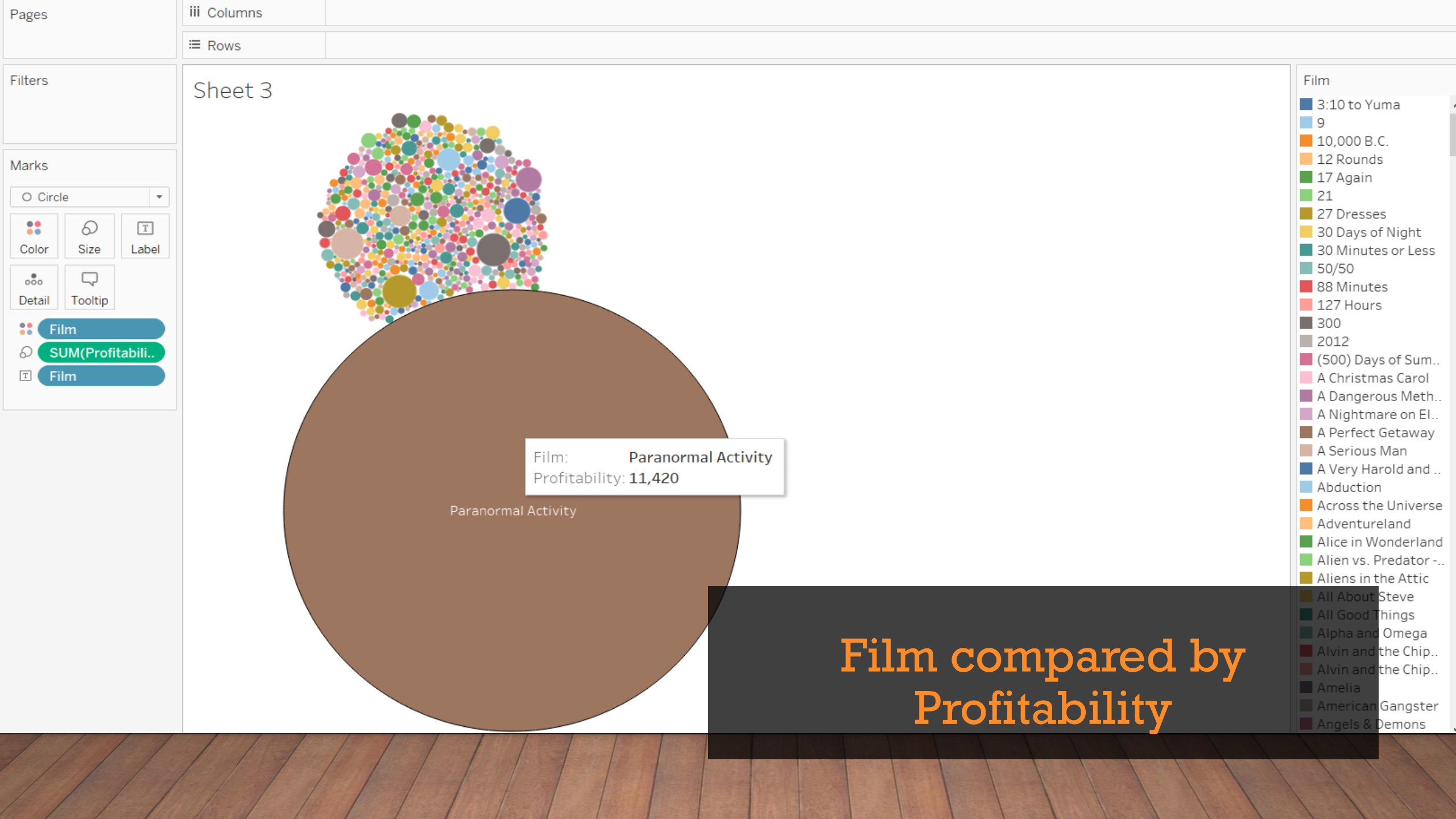
DISCOVER THE FUTURE OF FINTECH WITH THIS EXCLUSIVE SLIDE DECK

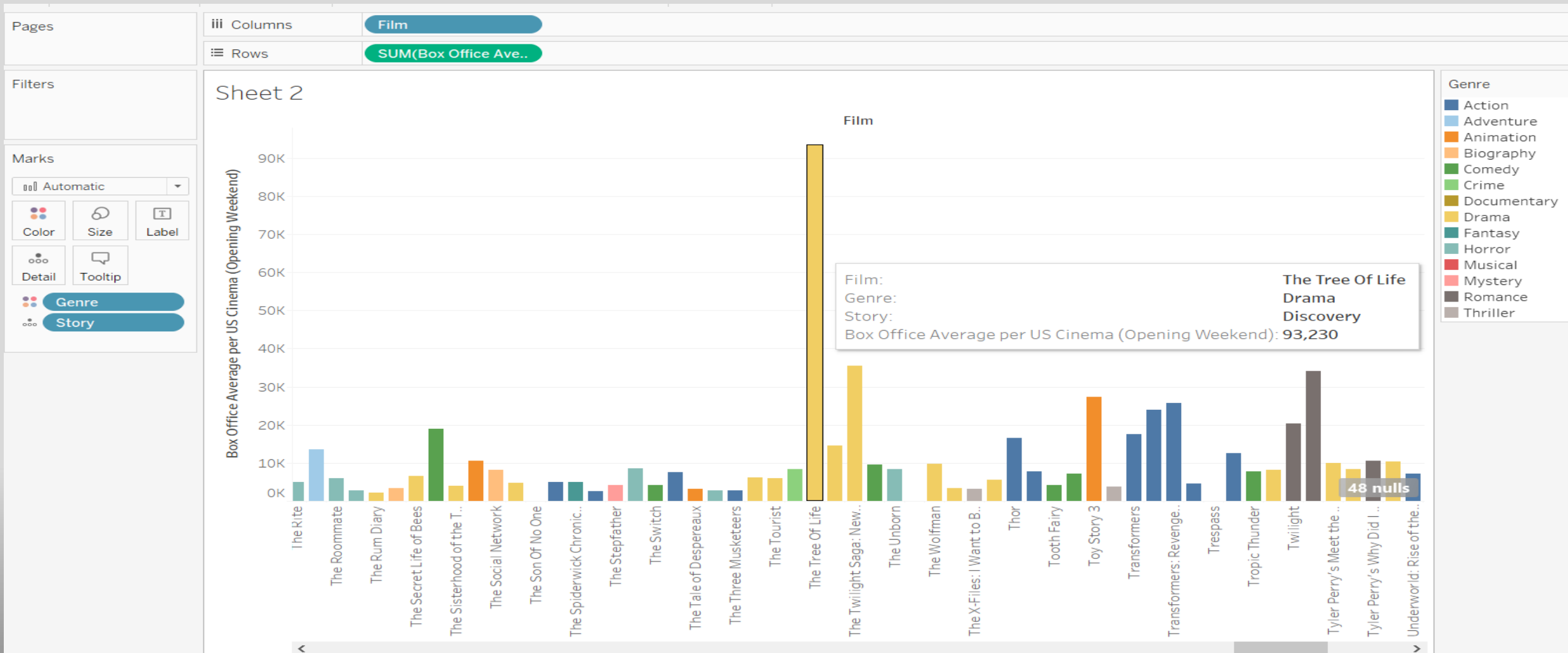
DATASET SELECTED

- **Warner Bros Movies Dataset from 2007 to 2011 from Kaggle.**
- **Attributes List:**
 - **Year**
 - **Movie Worldwide Gross**
 - **Story type**
 - **Rotten Tomatoes**
 - **Profitability**
 - **Opening Weekend Profit**
 - **Number of Theatres in US Opening Weekend**
 - **Lead Studio**
 - **Genre**
 - **Foreign Gross profits**
 - **Film**
 - **Domestic Gross profits**
 - **Budget**
 - **Box Office Average per US Cinema (Opening Weekend)**



Film names with Rating By Viewers





Film Predictions by Box Office Average per US Cinema (Opening Weekend) with Genre and Story

Columns

Rows

Sheet 4

atic

Size

Label

Tooltip

M(Budget)

m

n

ar

M(Profitabili..



Film compared by budget
and profitability as per
year



For a **Gantt** view try

1 date

1 or more

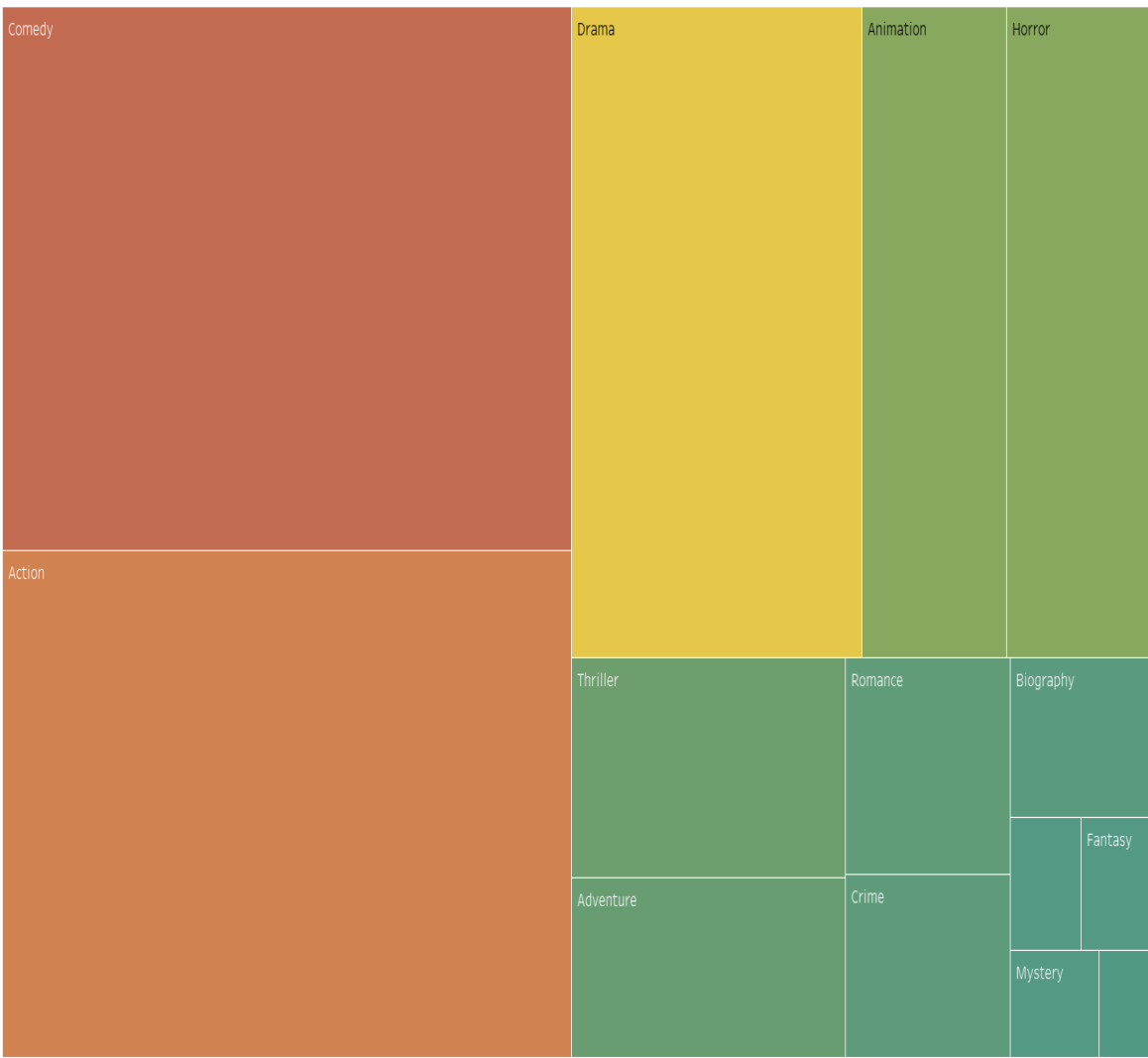
Dimensions

0 to 2

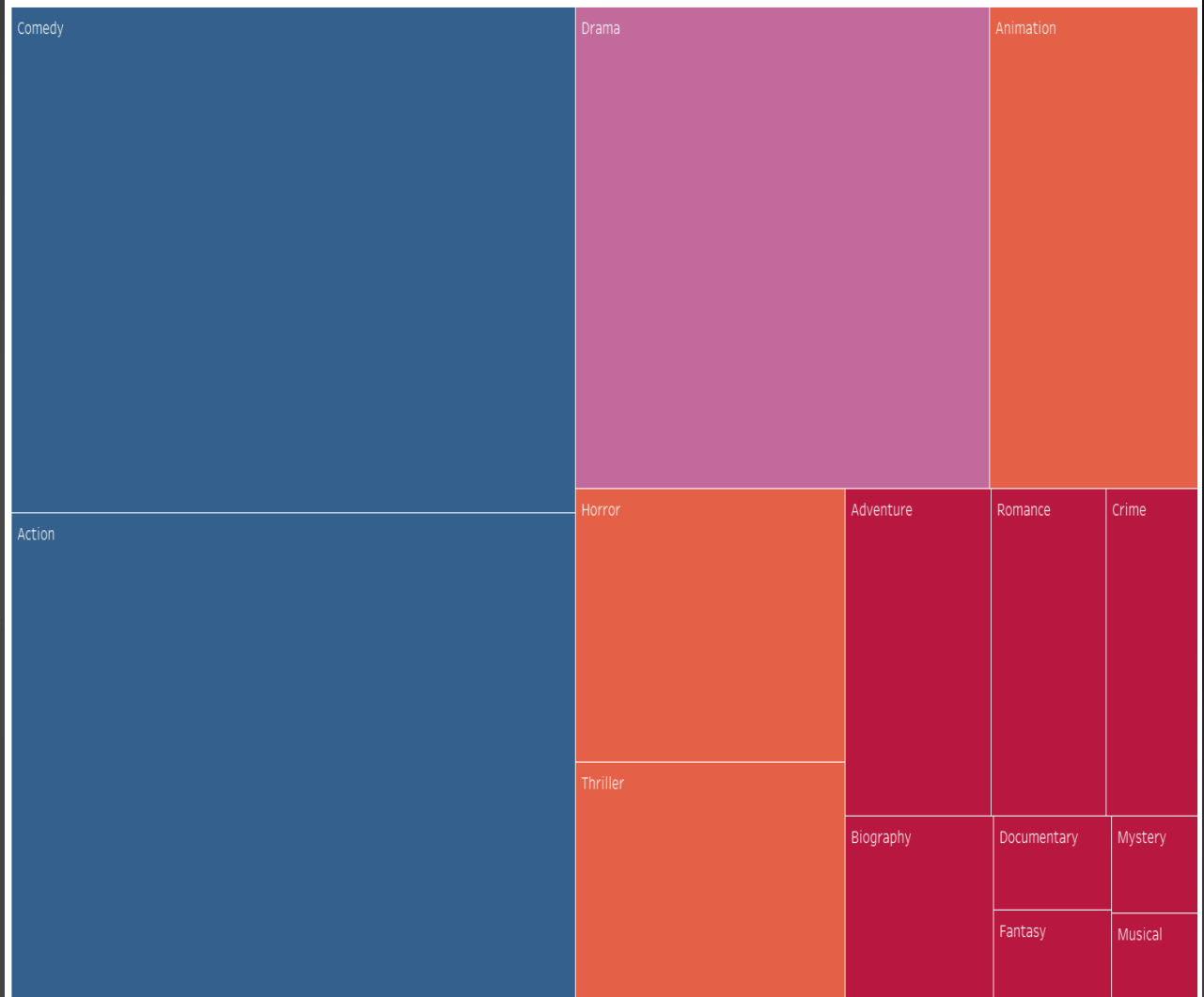
Measures

- All About Steve
- All Good Things
- Alpha and Omega
- Alvin and the Chip..
- Alvin and the Chip..
- Amelia
- American Gangster
- Angels & Demons

Genre vs Profitability



Genre vs Audience Score



Genre analysis

THANK YOU.

ANY
QUESTIONS?



REFERENCE

- Brent Lang, *The movie business is in big trouble, and studios are scrambling to figure out the future* ,viewed 17 October 2018<<https://www.businessinsider.com/the-movie-business-is-in-big-trouble-2017-3?IR=T>>