32558
Business Intelligence
Assignment 3
BI Solution

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1 INTRODUCTION

This report helps in providing the market value of the products which are associated with Warner Bros. Warner Bros is a global leader which mainly deals with various products which are television, films and video games that are mostly used by the users associated with the organization. Qualitative investigation is basically used in this report in order to analyze the number of issues which are faced related to the market value in the particular organization. The dataset which is being used helps in providing the descriptive analysis of Warner Bros movies.

The group had 2 different topics in previous assignment, one of retail i.e. Walmart and second was about Warner Bros. We choose the topic of Warner Bros as we found this topic interesting and challenging. Business Intelligence is termed to be as mechanism which is helpful for the particular organization in order to predict the market value of the products which are being used by the competitors. The report which is detailed below helps in analyzing the number of data sets as well as the various types of business intelligence tools which are used in the report to investigate the various dataset that is used for performing the analysis. For performing the analysis tableau software is being used in order to visualize the profitability, domestic and gross profit which will be achieved by selling of products which are registered with the management of Warner Bros organization

2 PROBLEM STATEMENT

Ques. How to judge movies by using the concept of Tableau?

3 SELECTION OF DATASET

The dataset which is included basically consists of various information related to the studio, number of audience, story type, Genre, worldwide gross, prophets which are generated by the organization on the basis of per year. by the help of this strategic analysis to various number of strategies can easily be implemented in the organization in order to improve the profits which will be generated by the particular organization. The budget and the profit which will be gained from the movies as well as the picture can easily be evaluated by the help of business intelligence tool. this particular Technology can be implemented by the management of the particular Organization in order to analyze the target audience associated with the organization. This particular report helps in making use of Tableau tool in order to perform the visualization task on the data which is inputted. The dataset which is selected helps in analyzing the number of implications which are associated with the industries which are associated with entertainment industries which is associated with the movies released by the management of Warner Bros

4.1 TABLEAU

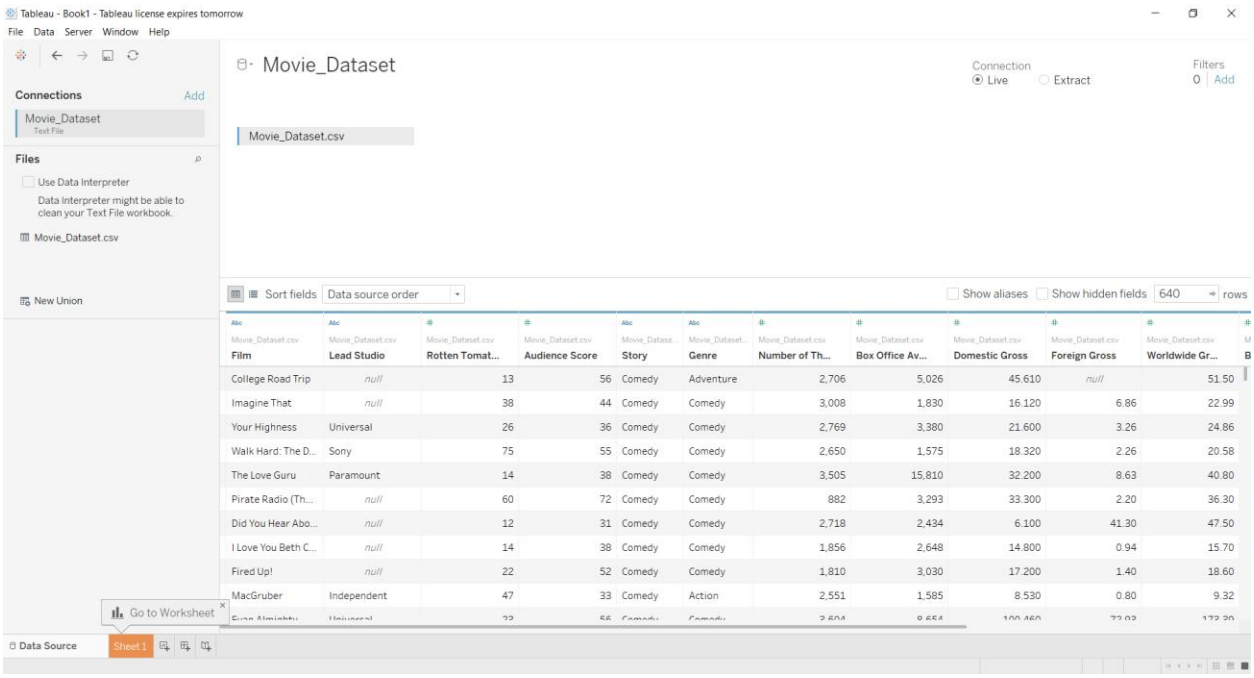
Tableau is termed to be as one of the powerful tool which is used for visualizing the data that is basically used in the world of business intelligence. Data analysis is termed to be as a growing technology which is basically used for the extraction of large amount of data as per the requirements. By making use of this tool the real time analytics as well as data collaboration among the data can easily be performed. By the help of this particular tool dashboard can easily be created, report generation as well as the visualization of the data which is inputted can easily be done. The use of this particular tool help in providing various facilities to all the professionals on the basis of decision making strategies which can be easily formulated as required.

4.2 VISUALIZATION OF CHOSEN DATASET

The dataset which is chosen is related to all the movies which helps in performing of an visualization of data. Wraner Bros market value can easily be analyzed with the help of this particular technique and will also help in improving the overall profit and will also help in achieving all the desired goals which are required.

Open the Tableau Desktop to start predicting and finding the interesting patterns in the data set.

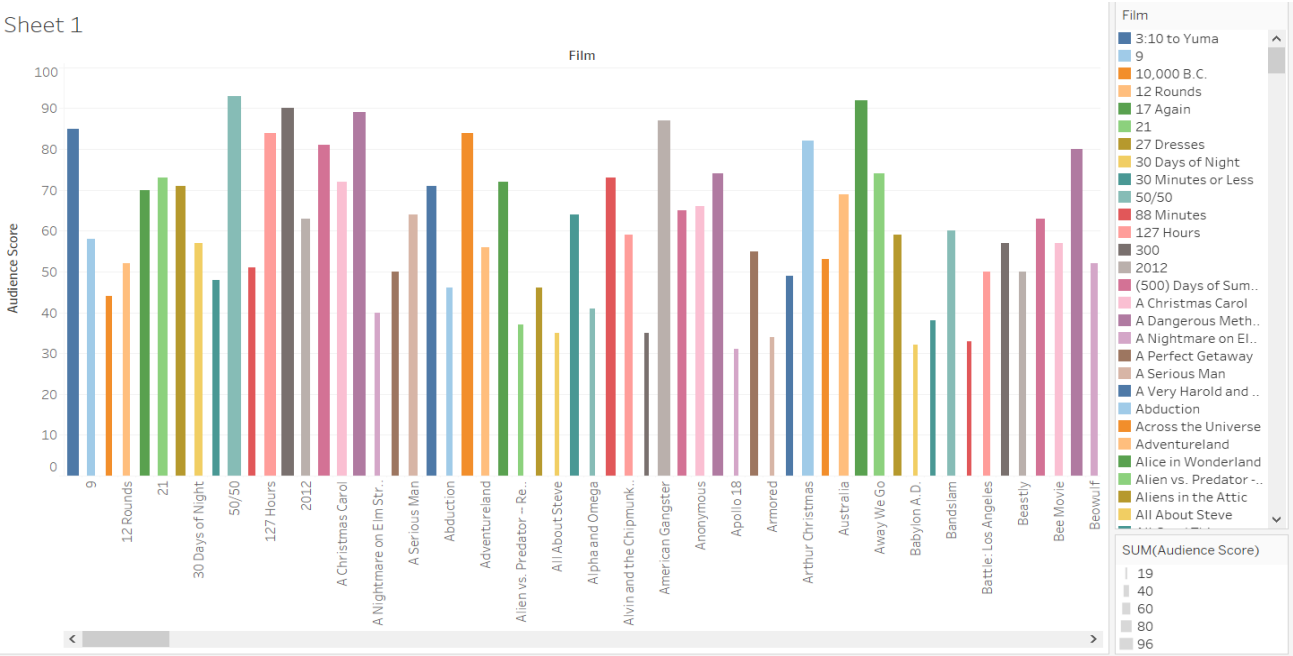
Now to import the data on which all the predictions have to be done. Click on the more option from the connect and then select your data set from the local machine storage and then click to upload.



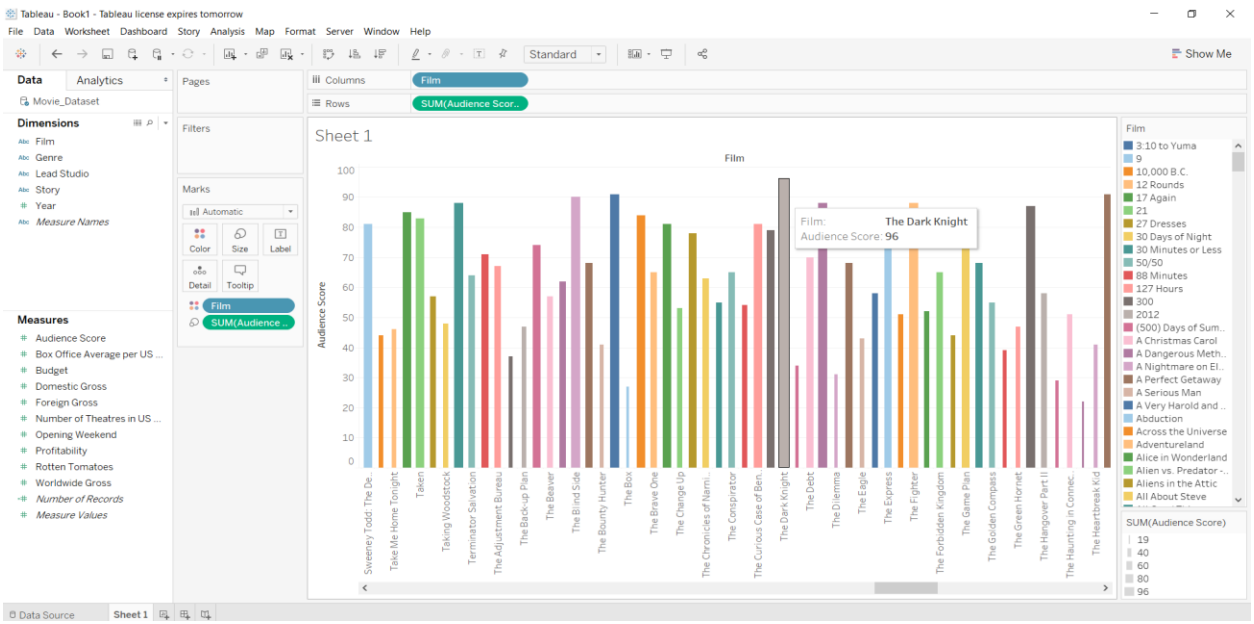
Now click on the sheet1 to start predicting your first analysis from the data set.

Prediction 1: Film names with ratting by viewers

Analysis: For this analysis two attributes have been selected that are film from the dimension and audience score from the measure. The color is provided to the film attribute that will define each film with different color code. For the size of bar audience score measure is used that will change the size of bar with respect to the score fond and analyzed from the data set.



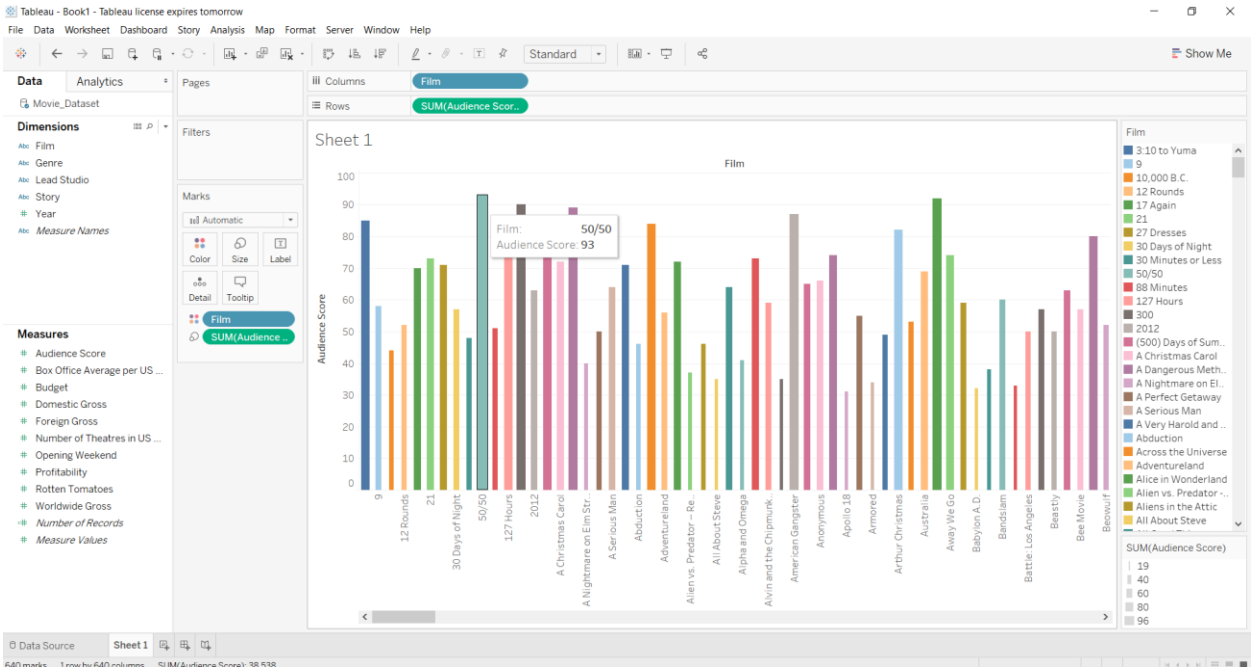
Highest Record Found: The highest record found for this analysis is for the film “the Dark Knight” with audience score “96”. So it is very clear from this analysis that this film is most viewed movie from the rest and are highly scored by the audience.



Second Highest Record: The second highest scored film by the audience from the data set are

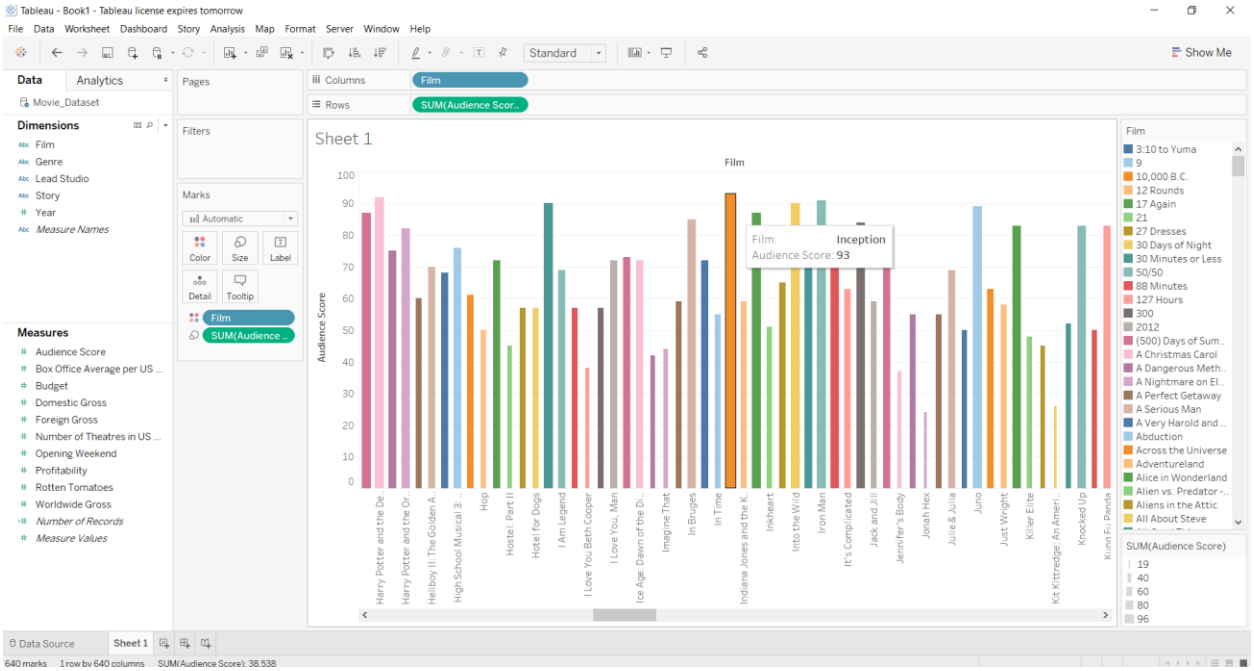
Film: 50/50

Audience Score: 93



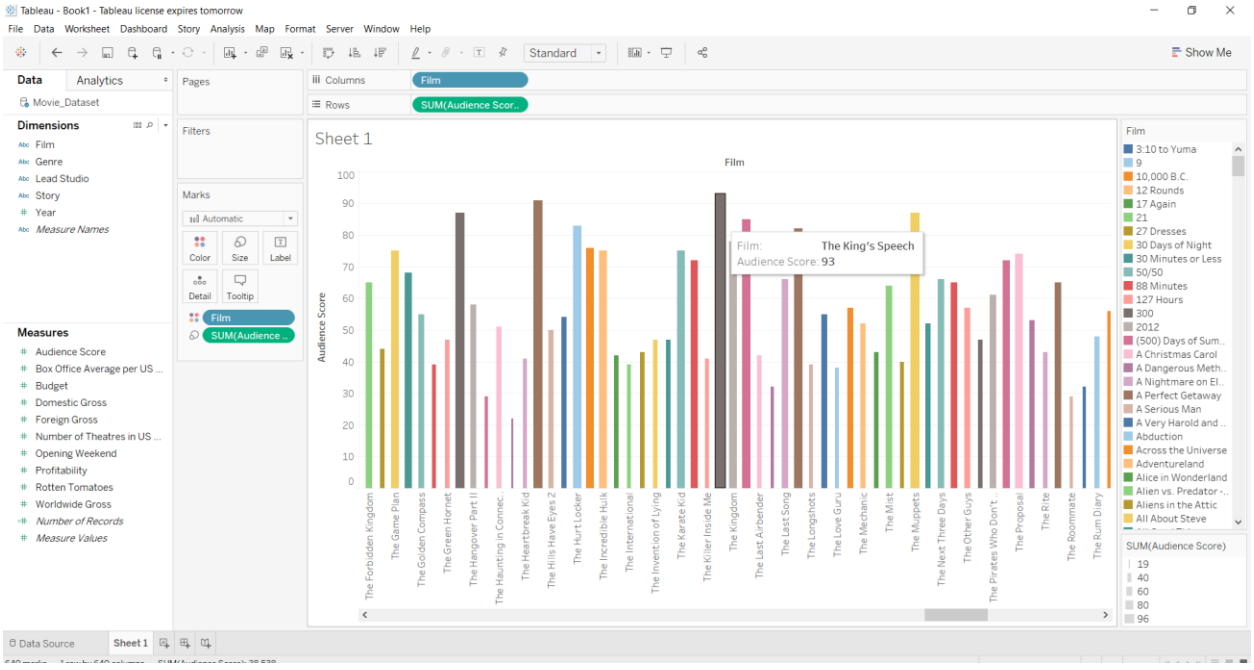
Film: Inception

Audience Score: 93



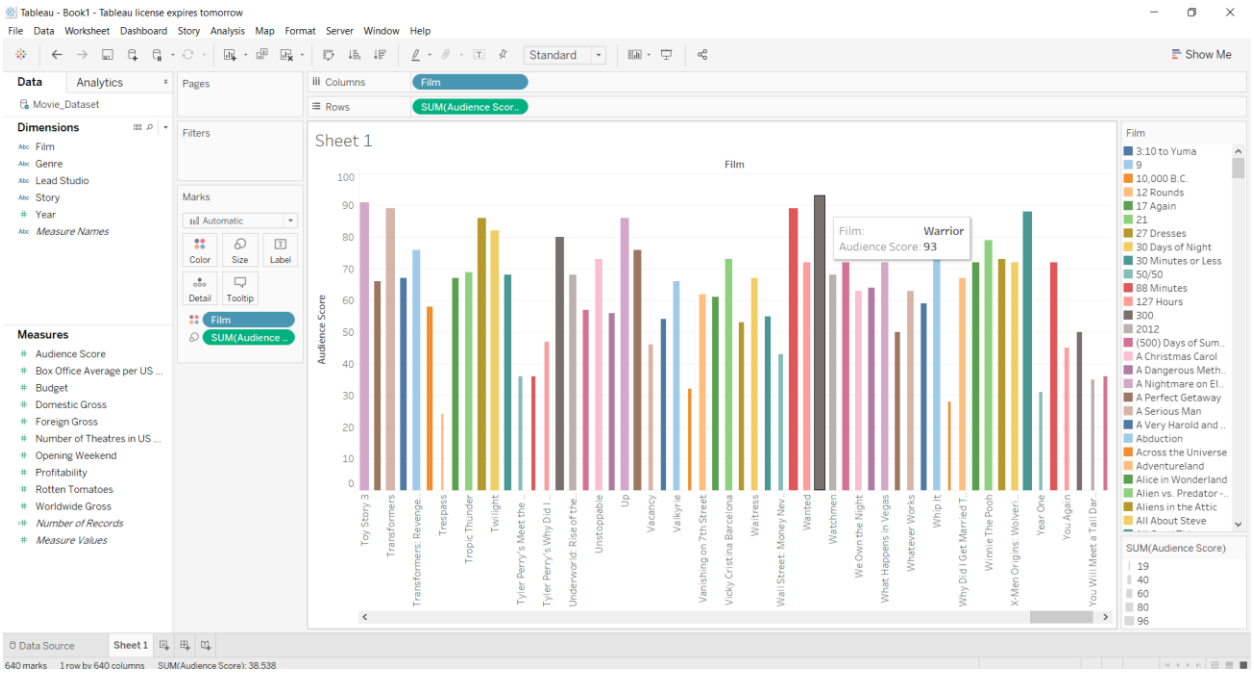
Film: The King's Speech

Audience Score: 93

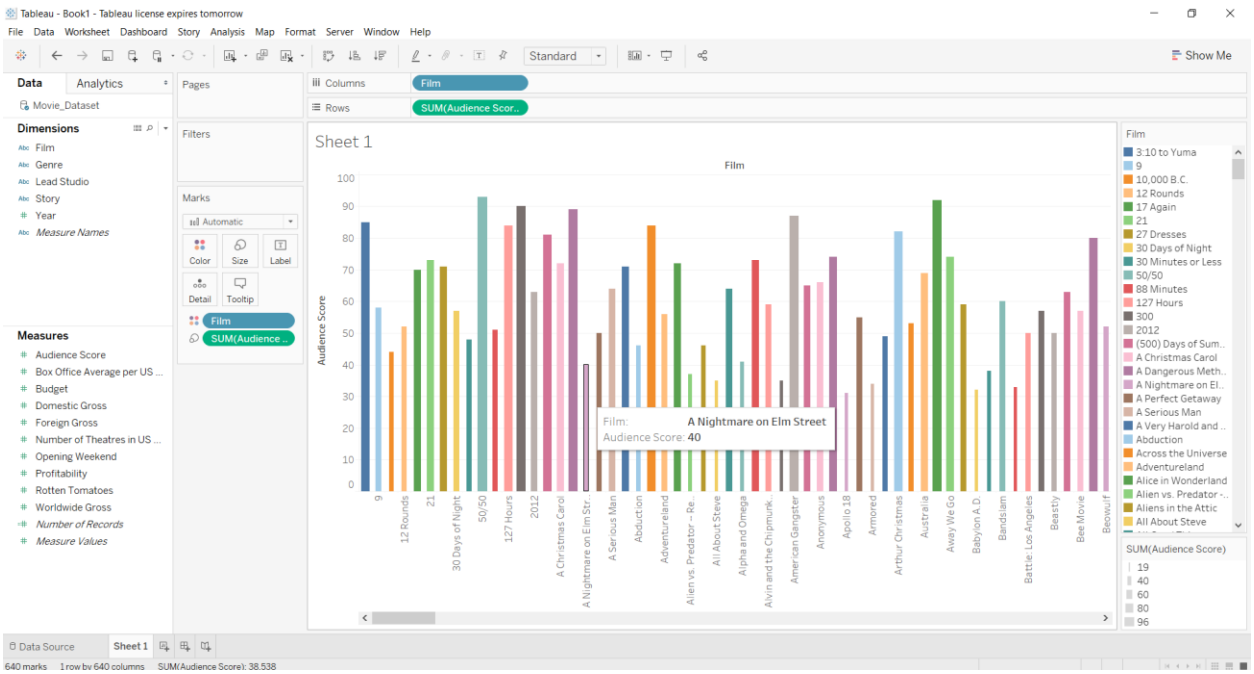


Film: Warrior

Audience Score: 93

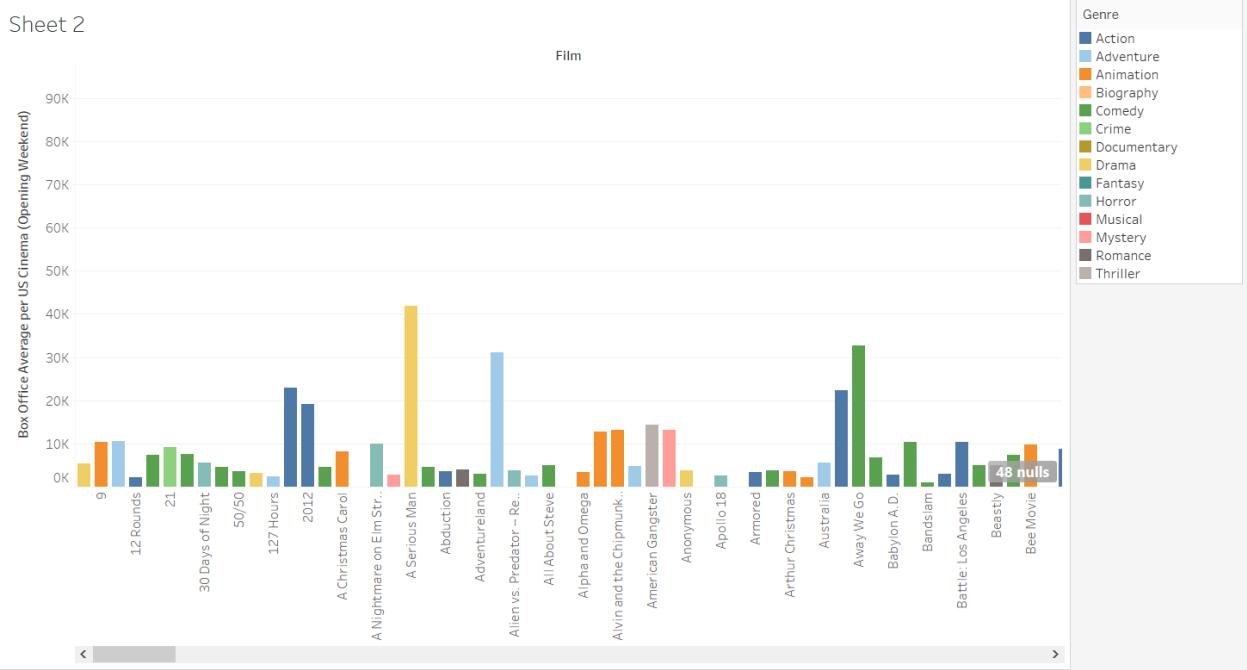


Other Records: In this analysis the film “A Nightmare on Elm Street” have found a record with audience score “40”.

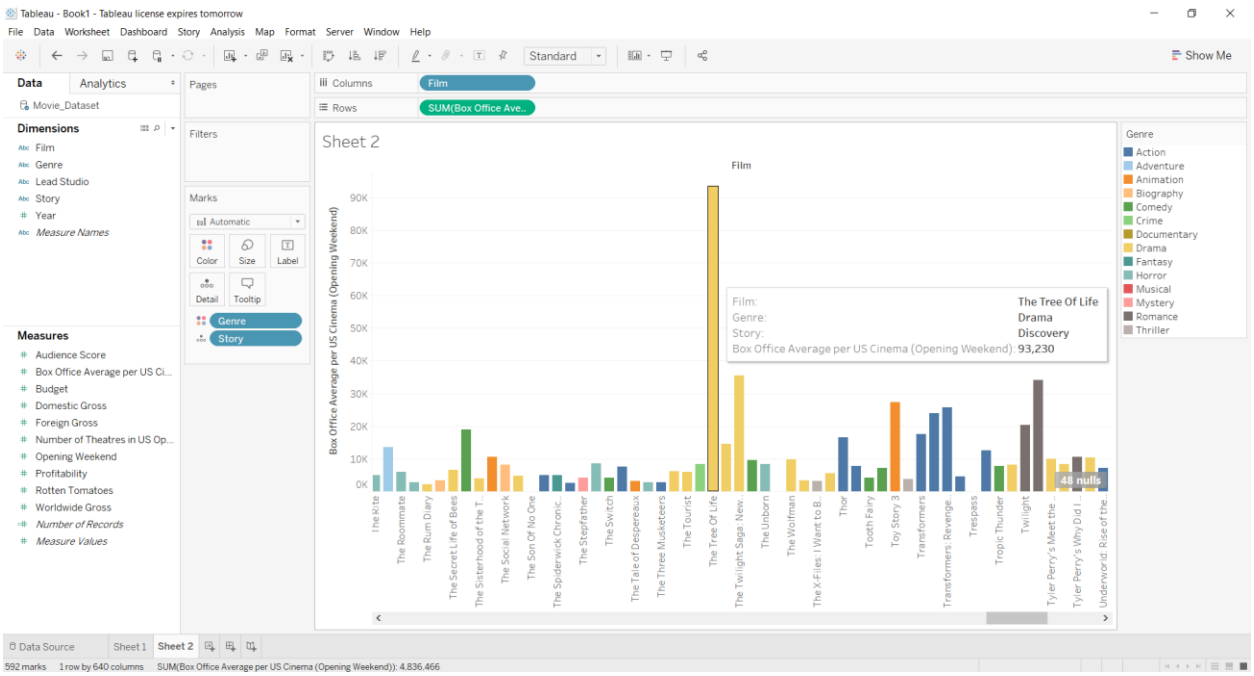


Prediction 2: Film predictions by Box Office Average per US Cinema (Opening Weekend) with Genre and Story.

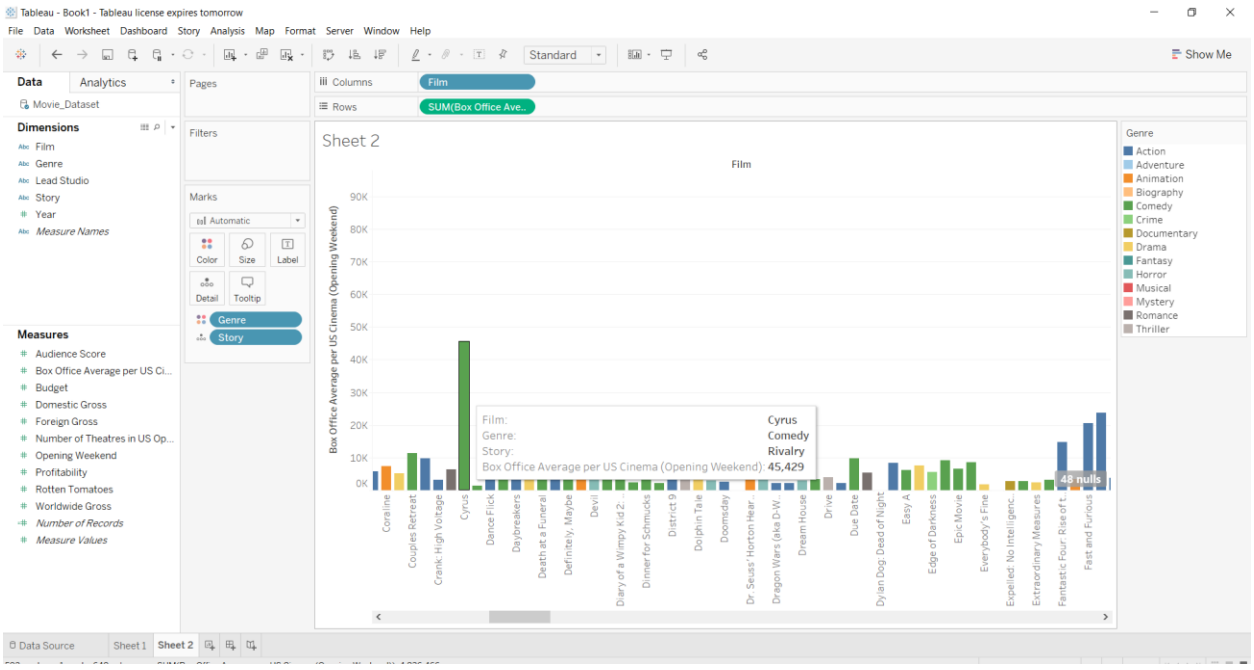
Analysis: For this analysis we have used Film, Genre and Story as a dimension and Sum for the box Office Average per US Cinema (Opening Weekend). To make this analysis more attractive and easy we have assigned color option to the Genre. The Graph here shown is bar graph showing bas with different records. The height of the bars is based on the Box Office Average per US Cinema (Opening Weekend). That means more the records analyzed for a particular film will have more height to its bar.



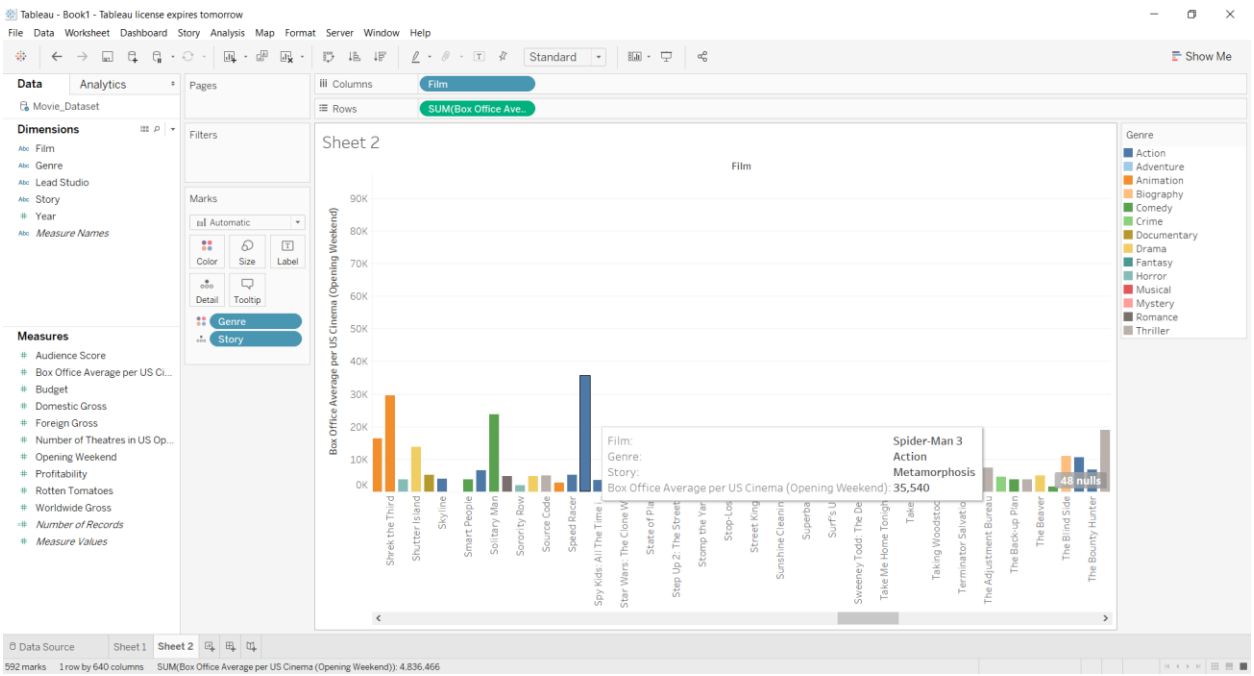
Highest Record: The highest record found for this analysis is for the film “The Tree of Life”. The Genre is found to be “Drama” with the story type “Discovery”. The total records found for the measure Box office average per US cinema (Opening weekend) are “93,230”.



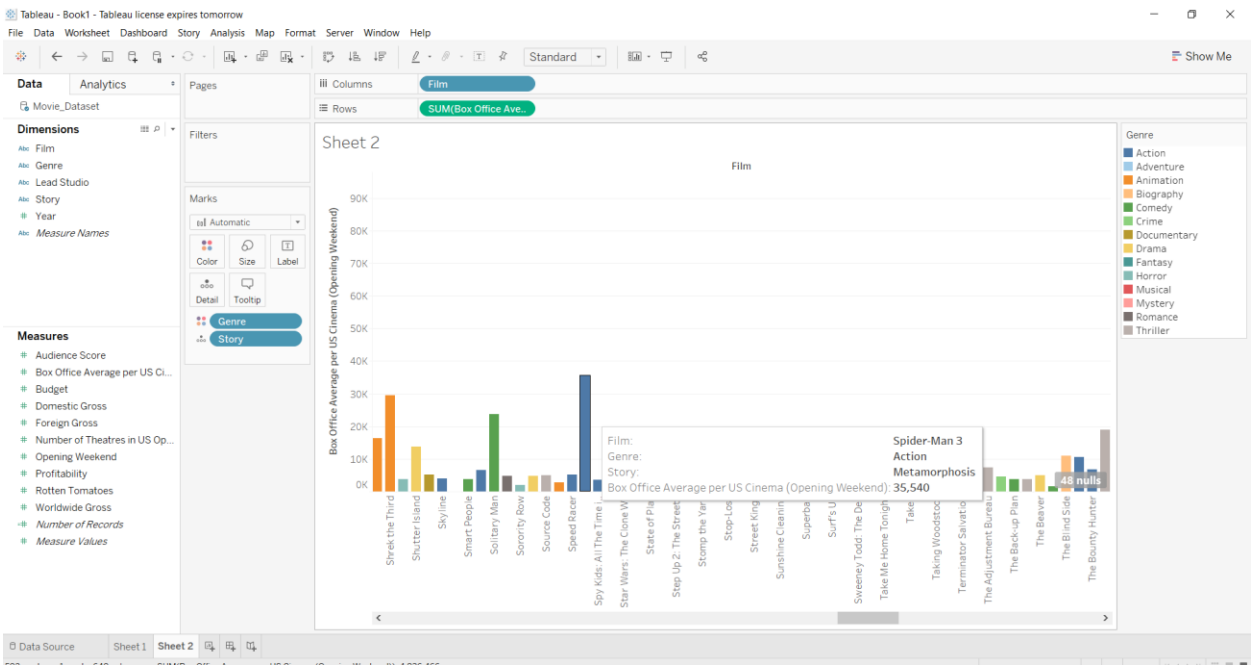
Another Record: The record found in this analysis is from film “Cyrus” with Genre type “Comedy” having a story “Rivalry” with Box office average per US Cinema (Opening Weekend) record found are 45,429.



Another Record: The record for this analysis is for film “Spider-Man-3” with Genre “Action” with Story “Metamorphosis” and the box office average per US Cinema (Opening weekend) record found are 35,540.



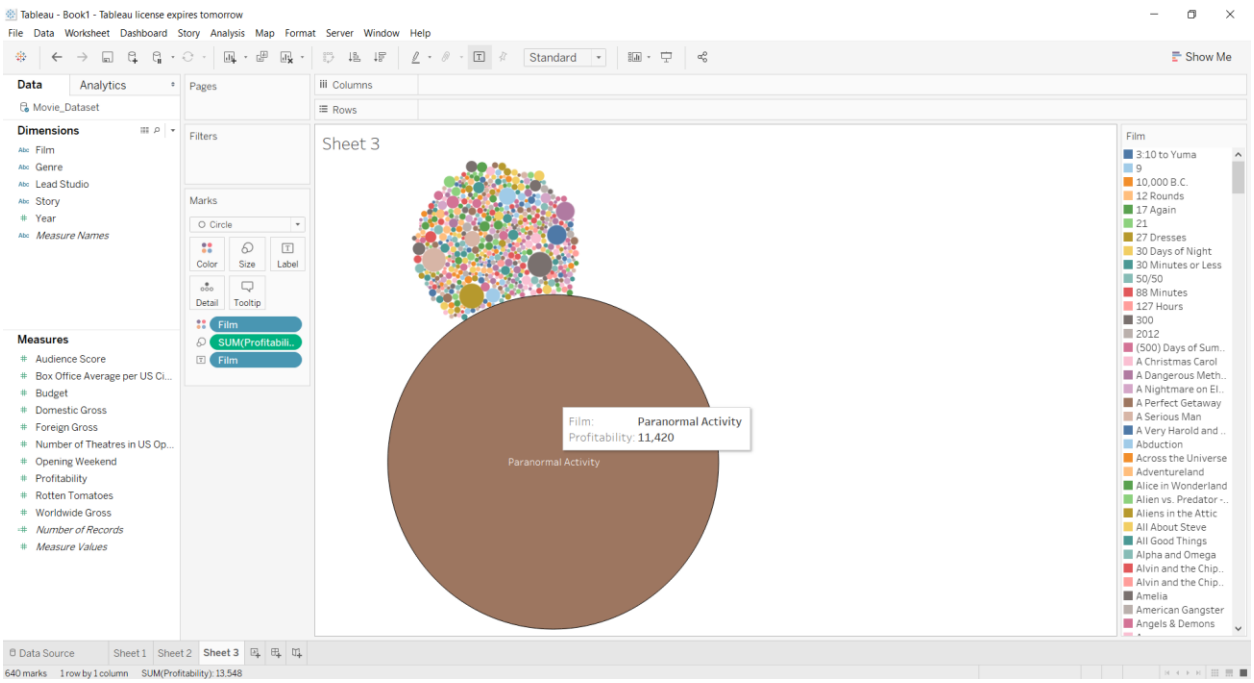
Another Record: The record found for the below graphs is for the film “WALL_E” with Genre type “Animation” with story “Love” and the Box office average per US cinema (Opening weekend) record found are 15,803.



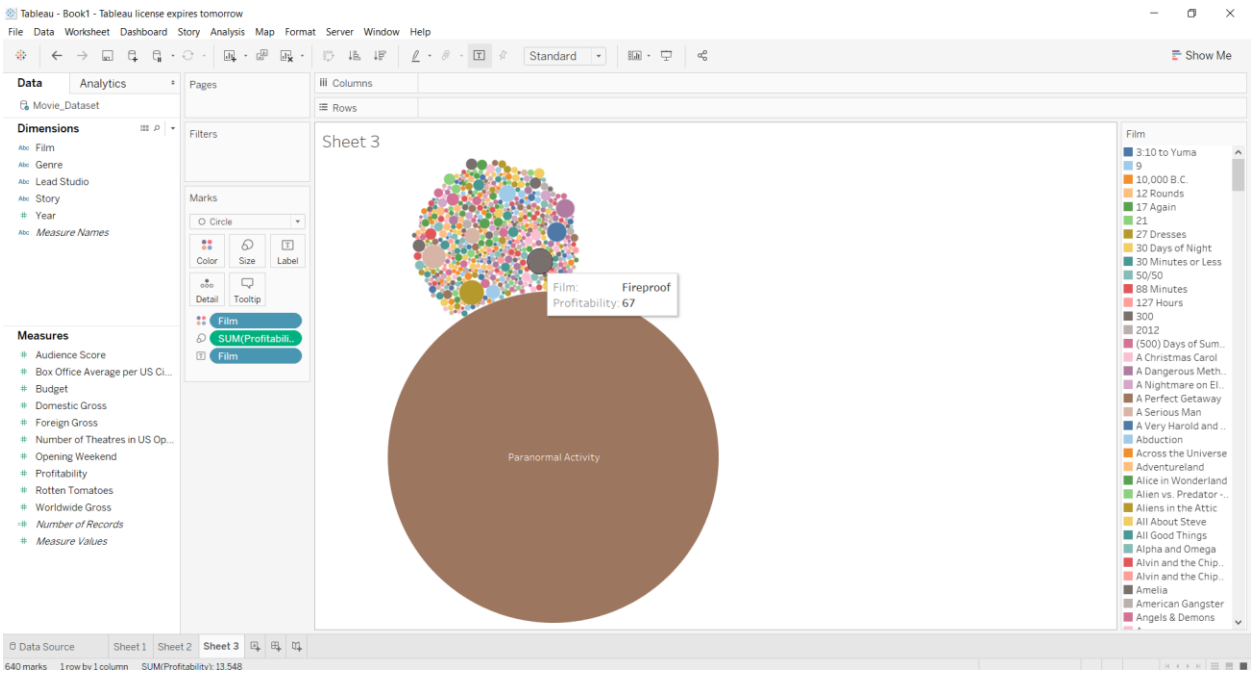
Prediction 3: Film compared by profitability.

Analysis: This analysis is prediction about the film with the profit gained. This analysis is shown in the form of bubble graph. The color is assigned to the films and size is assigned to the profitability measure. Here bigger the size of bubble, higher the record is predicted for the film in terms of profitability.

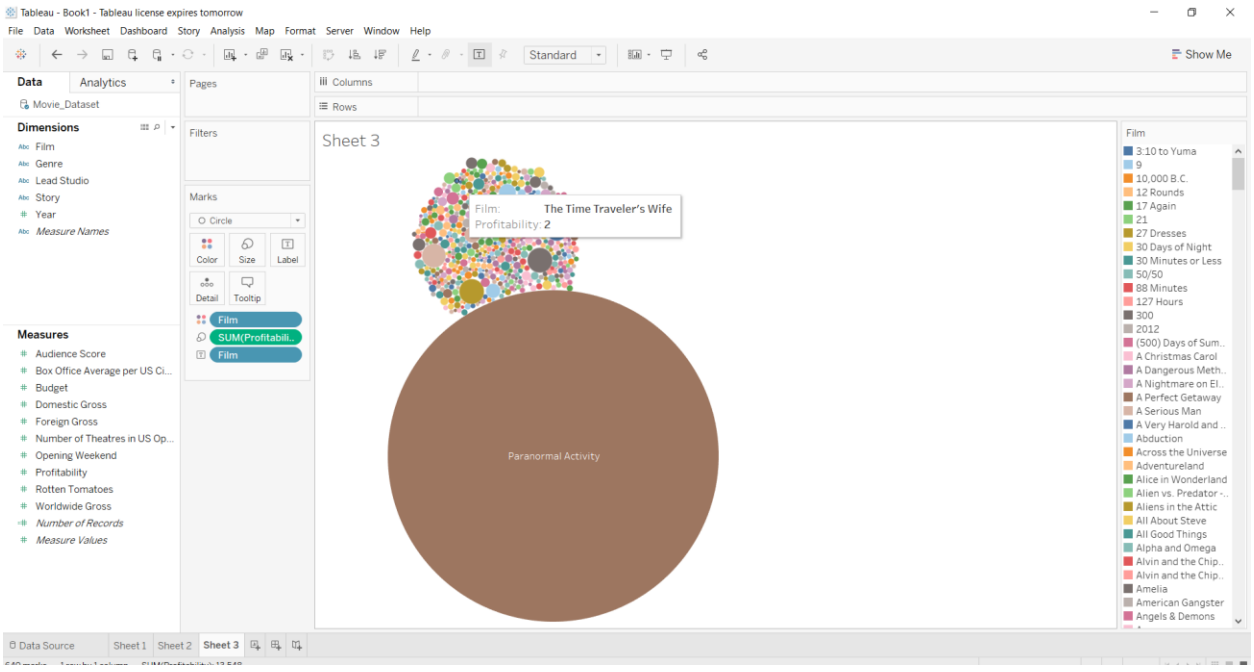
Highest Record: The highest record found in this analysis is for the film “Paranormal Activities” with the sum of profitability record is 11,420.



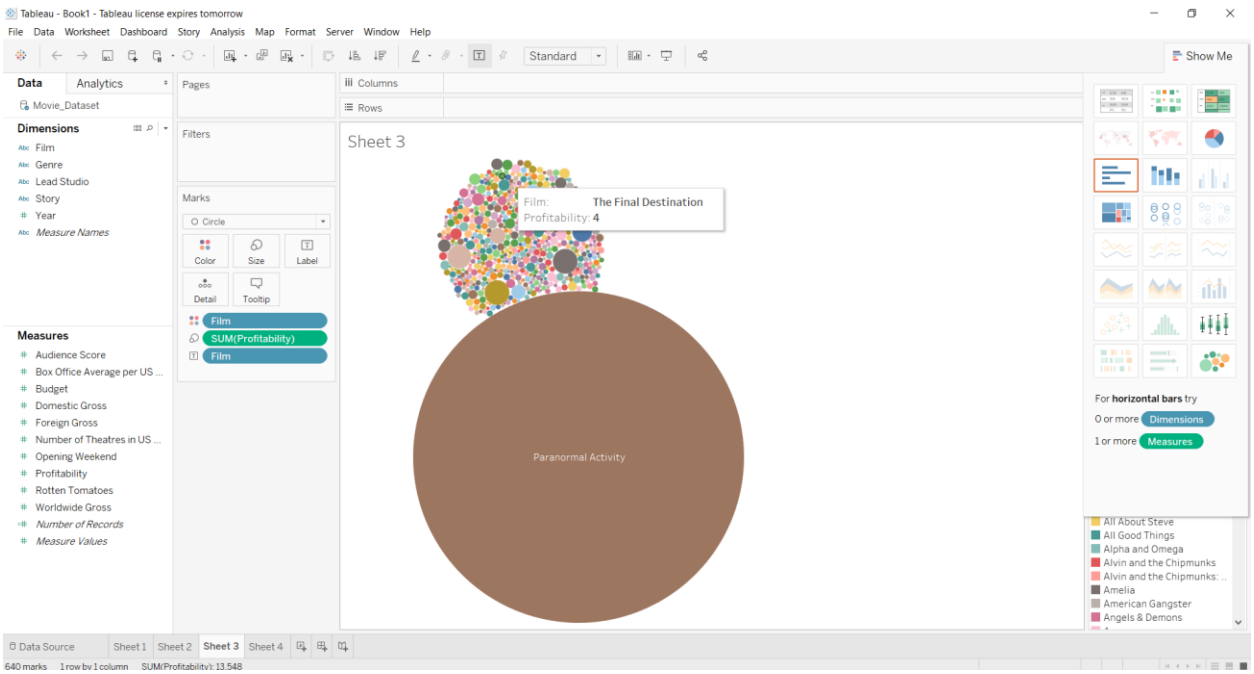
Another Record: The record found in this analysis is for the film “Fireproof” with the sum of profitability record is 67.



Another Record: The record found in this analysis is for the film “The Time Traveler’s Wife” with the sum of profitability record is 2.

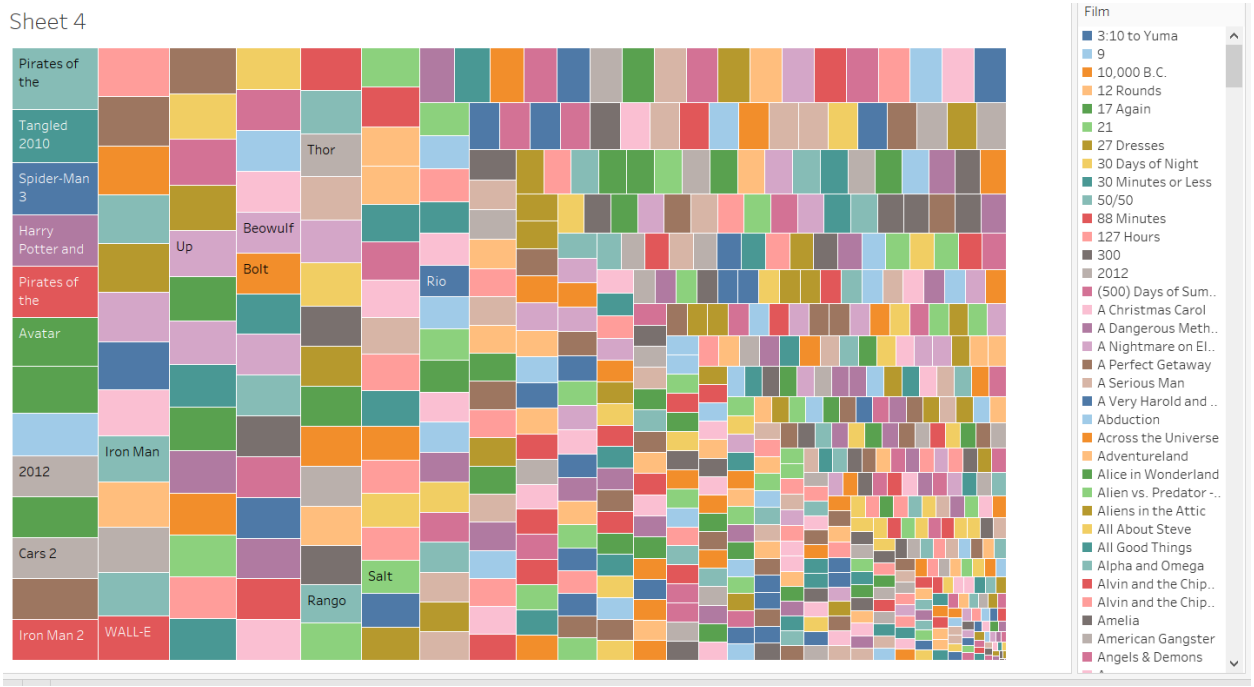


Another Record: The record found in this analysis is for the film “The Final Destination” with the sum of profitability record is 4.

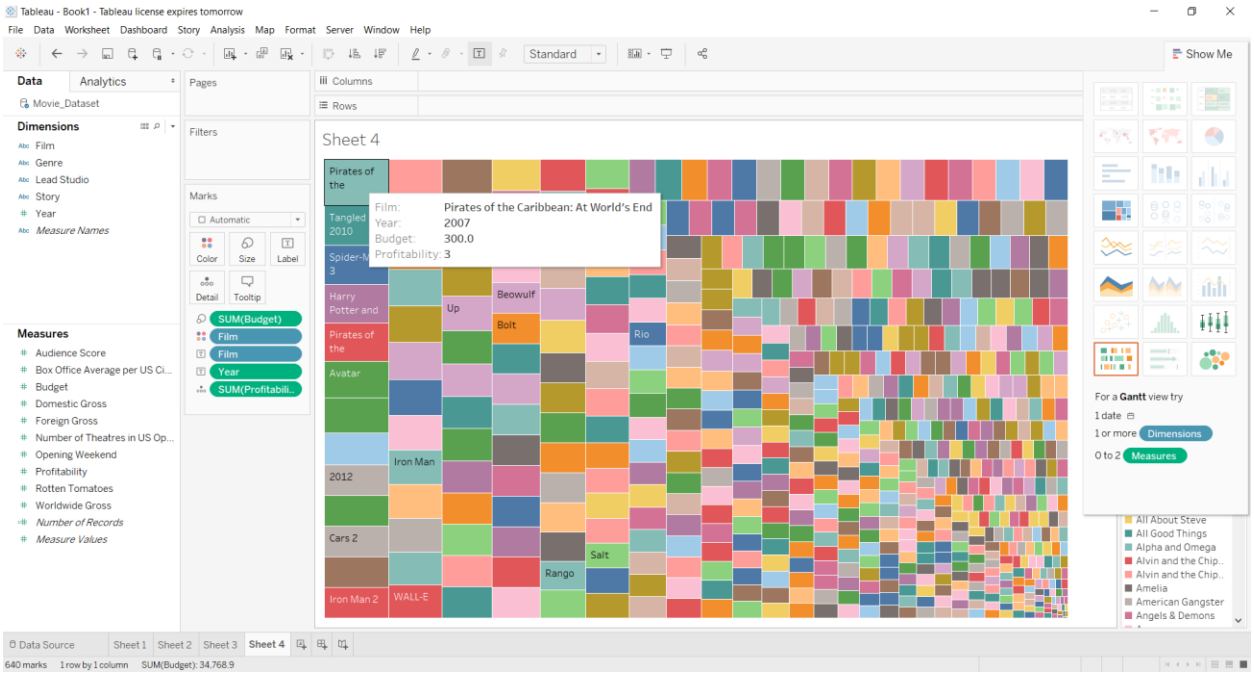


Prediction 4: Film compared by budget and profitability as per years.

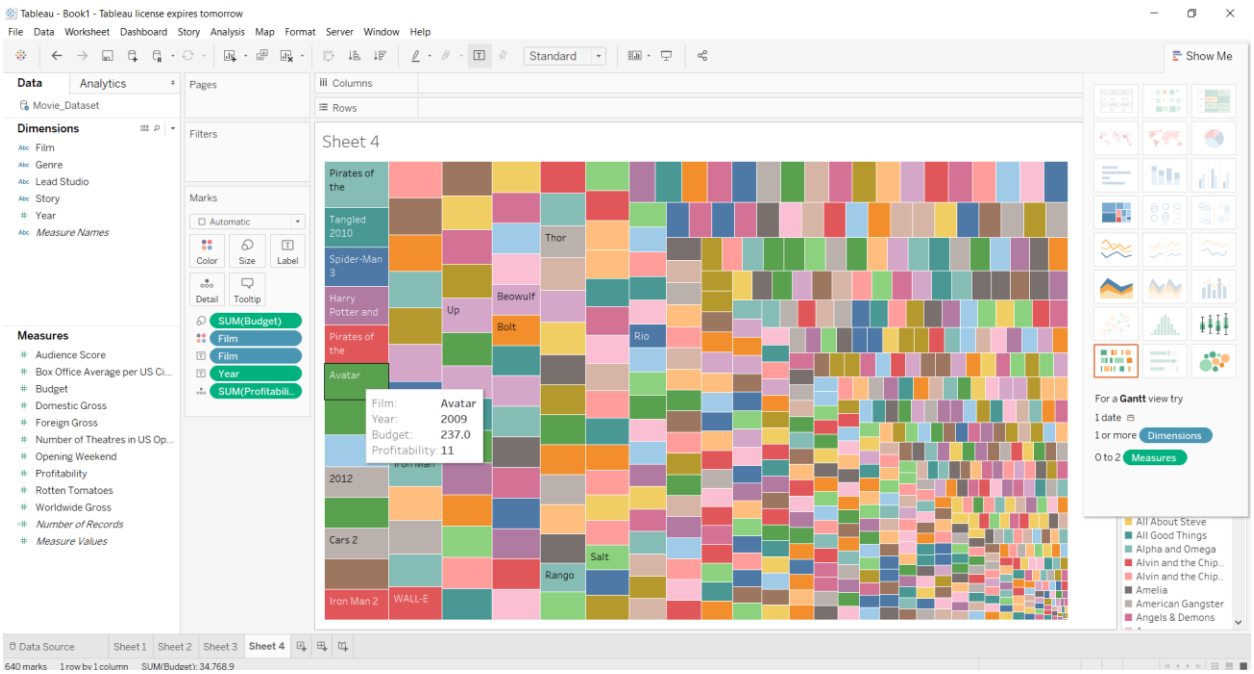
Analysis: In this graph the relation between budget and profitability is shown for each movie. This map is shown in the form of tree map.



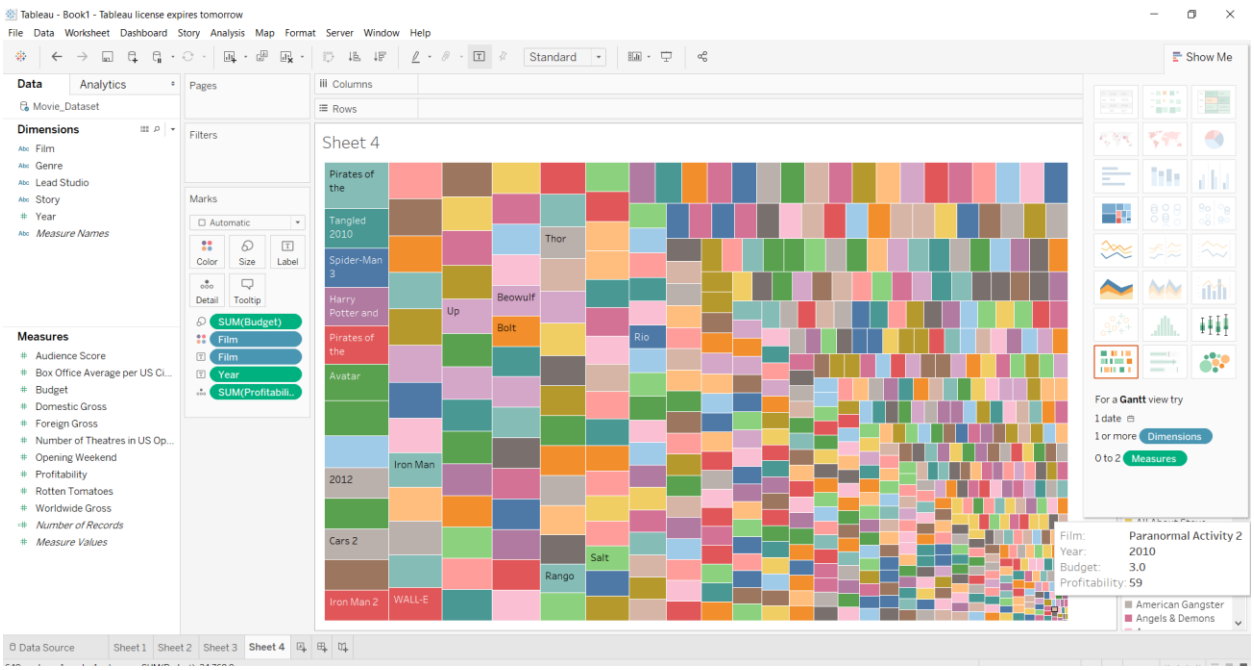
Highest Record: The highest record found in this analysis is for film “Pirates of the Caribbean: At World’s End” in the year 2007 with the budget 300.0 and with profitability record found 3. This predicts that this movie had not gained much profit with respect to the budget and investment for this film.



Another Record: The record found in this analysis is for film “Avatar” in the year 2009 with the budget 237.0 and with profitability record found 11.



Another Record: The record found in this analysis is for film “Paranormal Activity 2” in the year 2010 with the budget 3.0 and with profitability record found 39. This prediction predicts that the budget in making the film is much low and the profit gained is much higher.



5 Video Link

https://drive.google.com/open?id=1StomY8yNv3yANBnEOB9p53vfqwldKmhy

6 Conclusion

From the above analysis it is concluded that the have earned more profits by selling of more registered products which will help in improving more and more profits can be improved. The use of the products will help in earning more gross and domestic profit which can be easily be earned by help of the products. From this particular analysis it is concluded that Warner Bros management will help in improving the overall revenue by attracting more and more customers towards the organization. The overall profitability helps in evaluating the all the profits which are generated by the help of various business intelligence tools.

7 References

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