

Project: Visualizing Movie Data

Step 1: Data Cleanup and Attribute Selection

- Clean up any missing information and choose the most important attributes you will explore further in your visualizations.
- List out the attributes (or variables) you plan to dive further with your visualizations. You should explore no more than 8 attributes.
- Please refer back to the [Data Cleanup course](#) to help you clean up your data.

Attributes:

1. Genres
2. Budget Adjusted
3. Revenue Adjusted
4. Keywords
5. Popularity
6. Release Year
7. Production Companies
8. Cast

Step 2: Tableau Visualizations

Q1: https://public.tableau.com/views/Project_Udacity/Q1-Genre?:embed=y&:display_count=yes

Q2: https://public.tableau.com/shared/H2MQQCNRP?:display_count=yes

Q3: https://public.tableau.com/views/Project_Udacity/Q3-Novels?:embed=y&:display_count=yes

Q4: https://public.tableau.com/views/Project_Udacity/Q4-Cast?:embed=y&:display_count=yes

Story:

https://public.tableau.com/views/Project_Udacity/Story1?:embed=y&:display_count=yes&publish=yes

Step 3: Questions

- Answer the following questions. Refer to your online visualizations to back up your answers:
 - **Question 1:** How have movie genres changed over time?
From 1960s till 1980s a lot of action and adventure movies were made. The movies with other genres like western, documentary, sci-fi were not made. The reason could be because of poor technology, low popularity and therefore low budget and revenue.
The budget for 'Action' movies has risen exponentially due to more technological advancements and audience demanding better effects.

Even though 'Adventure' movies are most popular on an average, their budget has started to decline since 2011.

- **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?
'Drama' tops popularity and revenue in case of Paramount Pictures, whereas 'Action' leads in the case of Universal Pictures. Paramount Pictures rapidly increased their movies budget in the interval 1995-1997 and then varying it throughout the years.
Universal Pictures have significantly increased or decreased their budget since the early 2000's.
- **Question 3:** How have movies based on novels performed relative to movies not based on novels?
Movies based on novels have not performed better than movies not based on novels in terms of both popularity and revenue.
'Average Runtime' for movies based on novel doesn't vary significantly whereas for movies not based on novel it steps down in 1966 and varies throughout the years.

- What is your additional question that you proposed? What is the answer? How did you come up with this question?

Question: How are budget, revenue and popularity affected by Actors in the movie?

Answer:

I've included selected group of actors in my analysis who are highly recognizable by the world.

Even though movies which have Johnny Depp in them have highest budget in comparison to other movies, they don't make most money.

Movies which have Tom Cruise in them make the most money. This might be related to Tom Cruise starring in mostly Drama and Action movies, which as we saw earlier are most popular.

Popularity of actors also affect popularity of the movie they are starring in.

Even though Johnny Depp's movie don't make that much money, they're quite popular.

Same can be observed for Chris Pratt, Keanu Reeves, Leonardo DiCaprio, Nicolas Cage, etc.

Tom Hanks is the only actor whose movies make money near to Tom Cruise's even though he likes to perform in various genres.