

# **Entertainer Data Analysis**

## **Low Level Design**

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## Abstract

➤ 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, newspapers, magazines, and books. Entertainment industry is a group of sub-industries devoted to entertainment. Entertainment industry is used to describe the mass media companies that control the distribution and manufacture of mass media entertainment.

## Given Tasks

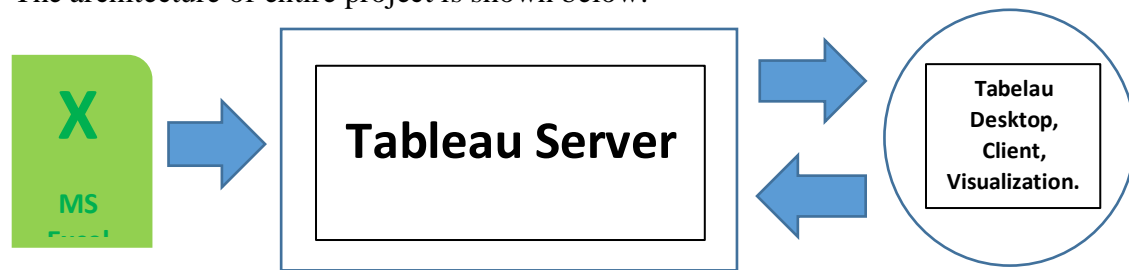
- **Task #1** - In a word document write the process and data added to the current dataset. In addition, mention the theme on which you will be creating the dashboard.
- **Task #2** - You can add your data as per your convenience.
- **Task #3** – Do the data preparation part.
- **Task #4** – Build the dashboards
- **Task #5** – Build a Storyline

## Scope

- My main theme is on number of awards won by entertainers throughout their life. I have made two dashboards showing their award winning performance. Dashboards show highest number of nominees, Oscar awards, Emmy awards, Grammy awards and other awards etc. so that each and every one can analyse which entertainer is the best according to their thought process.
- My main theme is to create dashboards on top entertainers with their highest number of awards and nominees and make visualization on it.

## Architecture

- The architecture of entire project is shown below:



- Our entire data source is our excel file. This excel file is connected to the tableau server. From the server, data can be shown and accessed.
- Tableau server has various architectural components regarding to solve the query.
- The functionalities show the result according to query entered by the end user or client.
- Screen of Tableau desktop, client and various charts and dashboard (screen) of Tableau are present at client side.
- Client entered the query to show the graph, after selecting the data in form of rows and columns it will go inside the tableau server. In tableau server, it understands the query and generates the best recommended charts based on selected data and return it into the tableau screen.
- Based on recommended charts, client can make the visual aspect of the same.
- If client is not satisfied with the result, he/she has to select data accordingly otherwise make required changes to show the expected result.

## Data Description

- Data was given into three parts in excel file which are Entertainer – Basic Info, Entertainer – Breakthrough Info and Entertainer - Last work Info.
- Basic Info includes name, gender and birth year of entertainer.
- Breakthrough Info includes year of breakthrough/#1 hit/award nomination, breakthrough name, year of first Oscar/grammy/emmy along with name of entertainers.
- Last work Info includes last major work (arguable), year of death (if they are) along with name of entertainers.
- Glimpse of Entertainer – Basic Info:

Entertainer	Gender (traditional)	Birth Year
Adele	F	1988
Angelina Jolie	F	1975
Aretha Franklin	F	1942
Bette Davis	F	1908
Betty White	F	1922
Bing Crosby	M	1903
Bob Hope	M	1903
Carol Burnett	F	1933
Carol Lombard	F	1908
Carrie Fisher	F	1956
Cary Grant	M	1904
Charlie Chaplin	M	1889
Clara Bow	F	1905
Clark Gable	M	1901
David Letterman	M	1947
Debbie Reynolds	F	1932
Denzel Washington	M	1954
Dick Van Dyke	M	1925
Donald Sutherland	M	1935
Dustin Hoffman	M	1937
Ed Sullivan	M	1901
Eddie Murphy	M	1961

- Glimpse of Entertainer – Breakthrough Info:

Entertainer	Year of Breakthrough/#1 Hit/Award Nomination	Breakthrough Name	Year of First Oscar/Grammy/Emmy
Adele	2008		19
Angelina Jolie	1999	Girl, Interrupted	2009
Aretha Franklin	1967	I Never Loved a Man (The Way I Love You)	1999
Bette Davis	1934	Of Human Bondage	1968
Betty White	1952	Life with Elizabeth	1935
Bing Crosby	1931	Several Songs	1976
Bob Hope	1938	The Big Broadcast of 1938	1962
Carol Burnett	1959	The Garry Moore Show	1940
Carol Lombard	1934	Twentieth Century	1962
Carrie Fisher	1977	Star Wars	
Cary Grant	1933	She Done Him Wrong, I'm No Angel	
Charlie Chaplin	1915	The Tramp	1970
Clara Bow	1926	Mantrap	1929
Clark Gable	1934	It Happened One Night	
David Letterman	1982	Late Night with David Letterman	1934
Debbie Reynolds	1952	Singin' in the Rain	1981
Denzel Washington	1989	Glory	
Dick Van Dyke	1961	Bye Bye Birdie, The Dick Van Dyke Show	1989
Donald Sutherland	1967	The Dirty Dozen	1964
Dustin Hoffman	1967	The Graduate	1995
Ed Sullivan	1948	Toast of the Town	1980
Eddie Murphy	1980	Saturday Night Live	1956

## ➤ Glimpse of Entertainer – Last work Info

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Entertainer	Year of Last Major Work (arguable)	Year of Death											
2	Adele	2016												
3	Angelina Jolie	2016												
4	Aretha Franklin	2014												
5	Bette Davis	1989	1989											
6	Betty White	2016												
7	Bing Crosby	1974	1977											
8	Bob Hope	1972	2003											
9	Carol Burnett	2016												
10	Carole Lombard	1942	1942											
11	Carrie Fisher	2016	2016											
12	Cary Grant	1966	1986											
13	Charlie Chaplin	1967	1977											
14	Clara Bow	1933	1965											
15	Clark Gable	1960	1960											
16	David Letterman	2015												
17	Debbie Reynolds	2006	2016											
18	Denzel Washington	2016												
19	Dick Van Dyke	2015												
20	Donald Sutherland	2016												
21	Dustin Hoffman	2016												
22	Ed Sullivan	1973	1974											
23	Eddie Murphy	2016												

- After this, I combined this data into one sheet named Entertainer – Final, but this data isn't sufficient to do analysis and make dashboard on it. For this, I have added some external information like awards they won, nominees etc. from IMDb's official website ([IMDb](https://www.imdb.com/)).
- After some processing data looks like this:

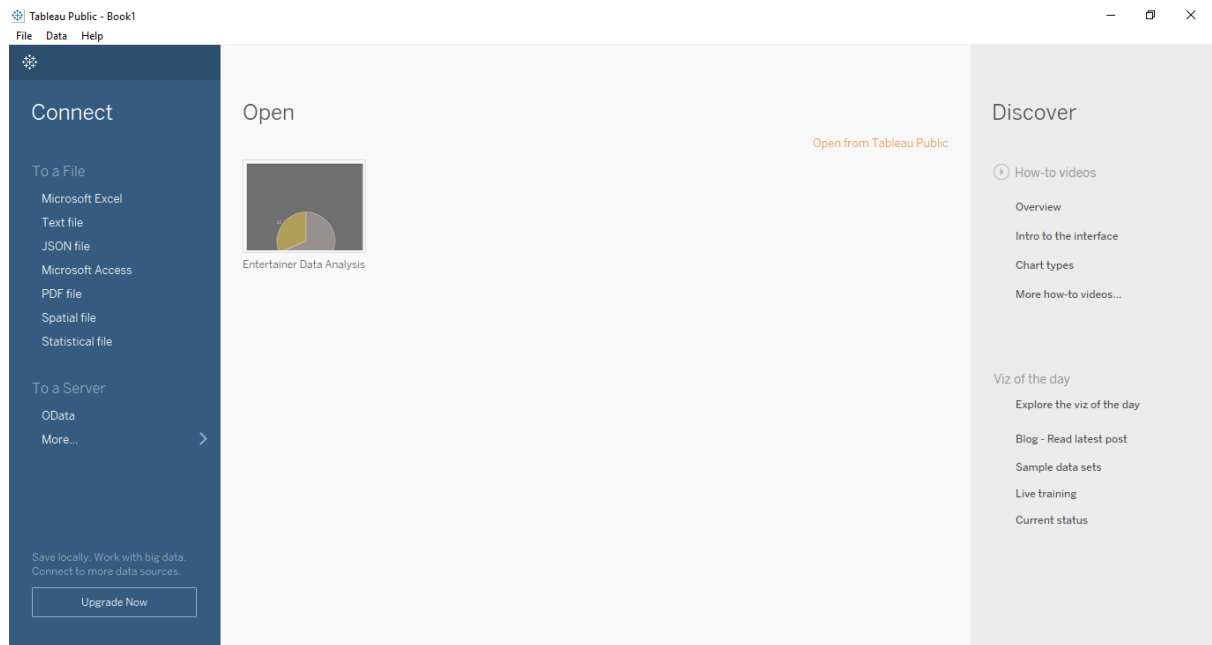
	G	H	I	J	K	L	M	N	O	P	Q
1	Year of Last Major Work (arguable)	Year of Death	Award Won from Breakthrough	Total Awards won	Total Nominees	Profession	Oscar Won	Grammy Won	Emmy Won	Other Awards	
2	2016		Grammy	32	64	Singer	1	15	0	16	
3	2016		Oscar	58	174	Actor	1	0	0	57	
4	2014		No Award	29	67	Singer	0	20	0	9	
5	1989	1989	No Award	34	57	Actor	2	0	1	31	
6	2016		Emmy	39	79	Actor	0	2	5	32	
7	1974	1977	Grammy	18	27	Singer	1	1	0	16	
8	1972	2003	No Award	39	49	Actor	0	0	1	38	
9	2016		Emmy	49	99	Actor	0	1	6	42	
10	1942	1942	No Award	1	2	Actor	0	0	0	1	
11	2016	2016	Other	7	27	Actor	0	1	0	6	
12	1966	1986	No Award	12	34	Actor	0	0	0	12	
13	1967	1977	No Award	24	34	Actor	1	0	0	23	
14	1933	1965	No Award	1	1	Actor	0	0	0	1	
15	1960	1960	Oscar	4	10	Actor	1	0	0	3	
16	2015		Emmy	20	98	Actor	0	0	7	13	
17	2006	2016	Other	20	57	Actor	0	0	0	20	
18	2016		Oscar	86	273	Actor	2	0	0	84	
19	2015		Emmy	21	41	Actor	0	1	5	15	
20	2016		No Award	22	53	Actor	0	0	1	21	
21	2016		Other	63	117	Actor	2	0	2	59	
22	1973	1974	Other	3	3	Actor	0	0	0	3	
23	2016		Emmy	43	144	Actor	0	1	1	41	

- **Entertainer:** Name of the entertainer.
- **Gender (traditional):** Gender of that entertainer
- **Birth Year:** Birth year of that entertainer
- **Year of Breakthrough/#1 hit/Award Nomination:** Here, breakthrough means super hit or career changing performance. Column shows year of breakthrough.

- **Breakthrough Name:** Name of breakthrough. It can be either musical album or TV show or movie.
- **Year of first Oscar/Grammy/Emmy:** Year if first mega award they won.
- **Year of Last Major Work (arguable):** Last major show or movie or album. You can also say last appearance.
- **Year of Death:** Entertainer's year of death, if they die.
- **Award won from Breakthrough:** Any award/s from breakthrough. I only wrote mega awards they won in this column. If they had other awards for breakthrough, I wrote "other", if they haven't, I wrote "No Award". If they have mega award, I wrote that award name.
- **Total Awards Won:** Total awards that entertainer won throughout.
- **Total Nominees:** Total nominees for they have chosen for award.
- **Profession:** Category of entertainer either singer or actor. Pop stars and dancers are included in singer and TV hosts and TV actors are included in actors.
- **Oscar won:** Number of total Oscar awards they won.
- **Grammy won:** Number of total Grammy awards they won.
- **Emmy won:** Number of total Emmy awards they won.
- **Other Awards:** Number of other awards they won apart from Oscar, Grammy and Emmy.

## Connect Data with Tableau & Deployment

- First of all, open Tableau Public in your desktop. At first screen, it will ask you to connect your files from various sources like MS Excel, SQL Server, Tableau Server etc.
- First screen of Tableau looks like:



- Make sure internet connection is connected well while working with tableau, otherwise it will show the error.
- After completion of work, you can simply press ctrl + s or save it from file menu. It will let you to tableau public's website and ask you for signing in. After sign-in, your work will be saved in tableau's website. At there, all can see the work.