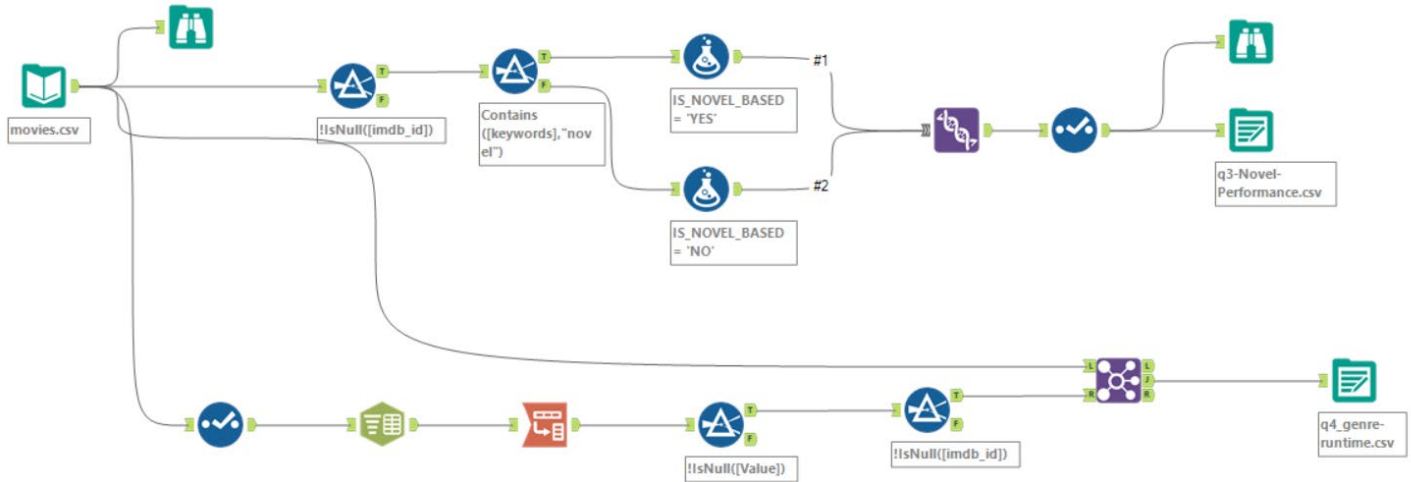


Tableau Public URL:

https://public.tableau.com/profile/sing.min.hong#!/vizhome/Project_Visualizing-Movie-Data/Story-VisualizeMovieData?publish=yes

Alteryx Data Preparation Workflow:



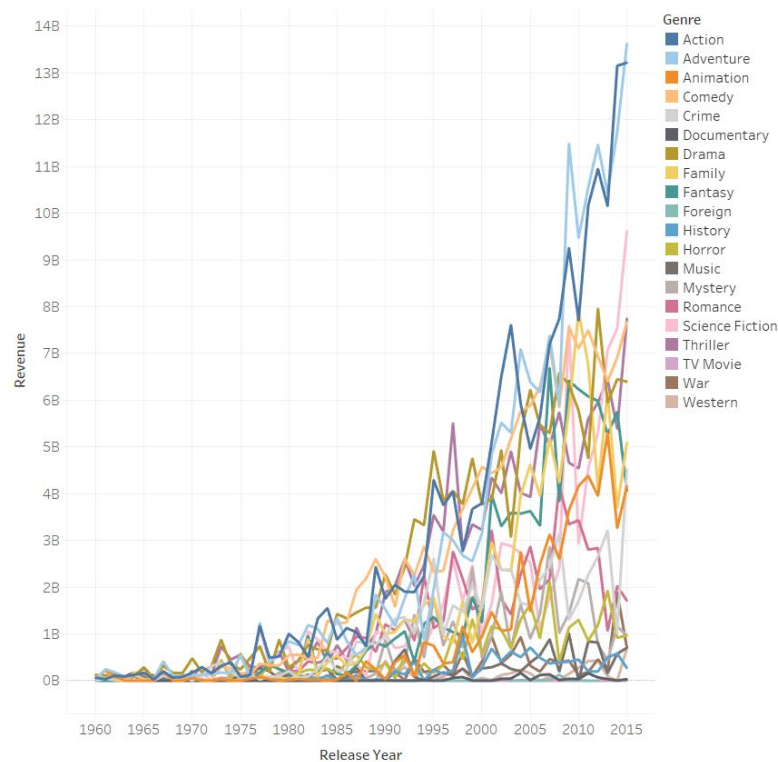
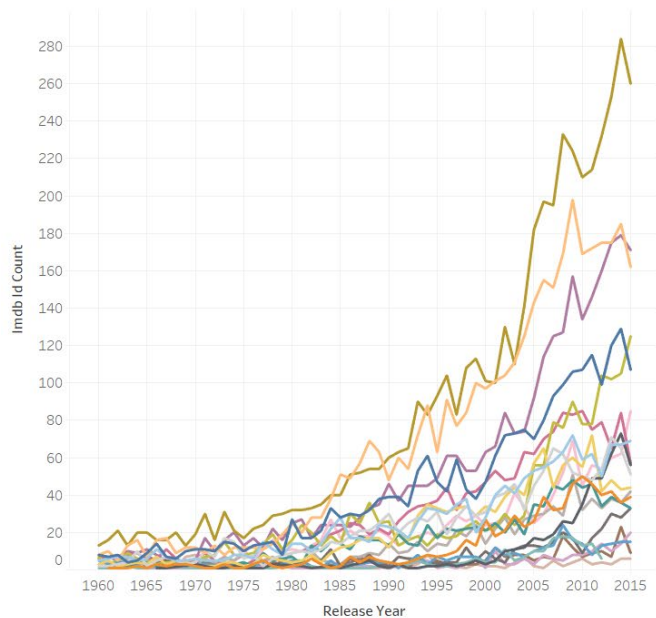
Question 1: How have movie genres changed over time?

Throughout 1960 to 2015, there has been an exponential-pattern increase of movie production for all genres. The highest significant increase of movie production is topped by Drama genre.

Alongside with the increase of movie production, the revenue generated can be seen increased exponentially-shaped as well. The highest revenue generated are topped by Action and Adventure genres at \$ 13.2 Billion Dollars and \$ 13.6 Billion Dollars respectively.

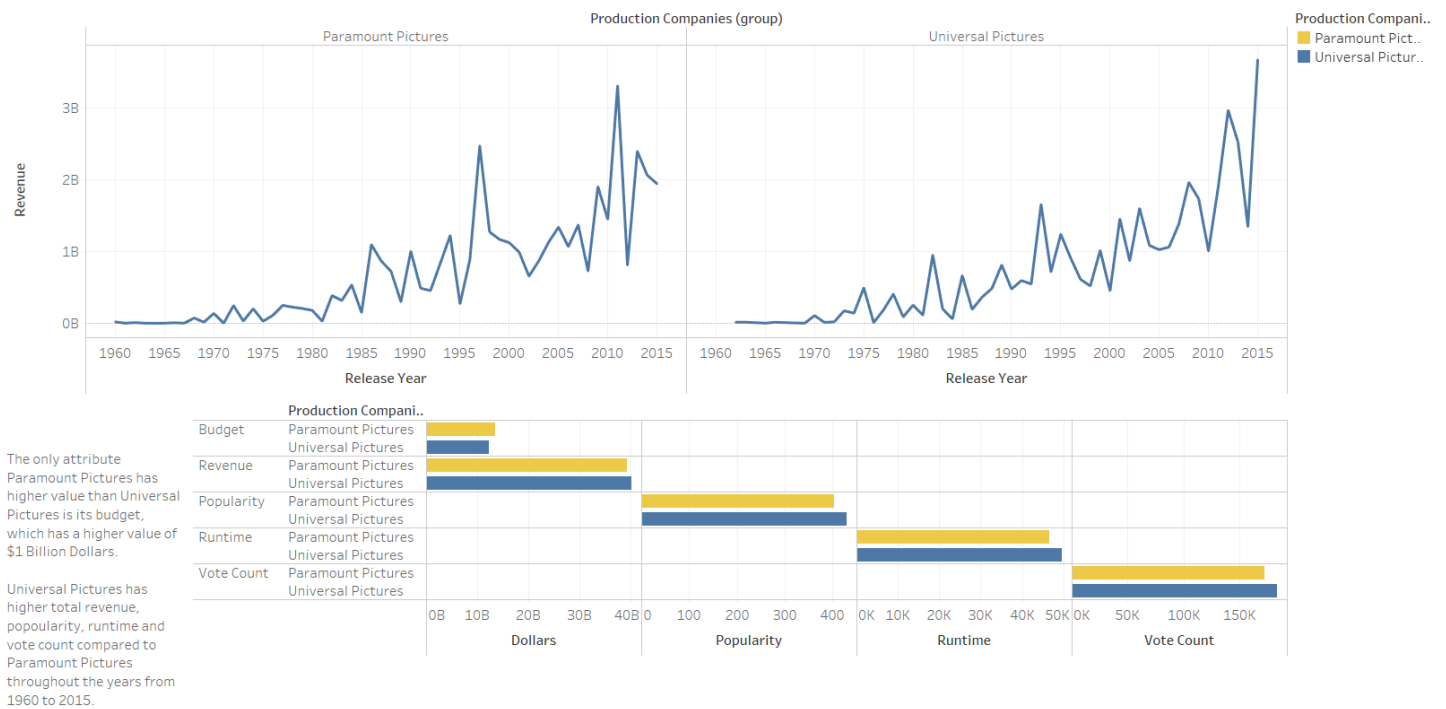
Throughout 1960 to 2015, there has been an exponential-pattern increase of movie production for all genres. The highest significant increase of movie production is topped by Drama genre.

Alongside with the increase of movie production, the revenue generated can be seen increased exponentially-shaped as well. The highest revenue generated are topped by Action and Adventure genres at \$ 13.2 Billion Dollars and \$ 13.6 Billion Dollars respectively.



The only attribute Paramount Pictures has higher value than Universal Pictures is its budget, which has a higher value of \$1 Billion Dollars.

Universal Pictures has higher total revenue, popularity, runtime and vote count compared to Paramount Pictures throughout the years from 1960 to 2015.



Question 3: How have movies based on novels performed relative to movies not based on novels?

Both movies (based on Novel and not) are increasingly produced throughout the year 1960 to 2015.

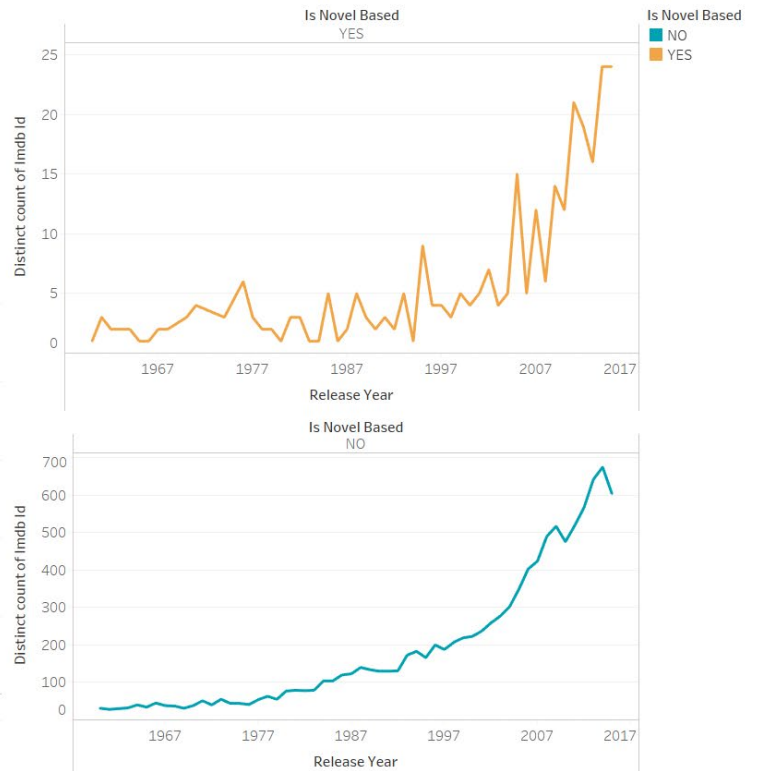
There are only a few Novel based movies compared to hundreds other Non-Novel based movies.

Novel based movies have average budget below \$ 260 Million Dollars and average revenue below \$ 1 Billion Dollars. As compared to Non-Novel based, Novel based movies are well distributed within the range mentioned. Non-novel based movies have odd pattern where it has one movie namely Avatar generates up to \$ 2.8 Billion Dollars for its Average Revenue and The Warrior's Way up to \$ 425 Million Dollars for its Average Budget.

Both movies (based on Novel and not) are increasingly produced throughout the year 1960 to 2015.

There are only a few Novel based movies compared to hundreds other Non-Novel based movies.

Novel based movies have average budget below \$ 260 Million Dollars and average revenue below \$ 1 Billion Dollars. As compared to Non-Novel based, Novel based movies are well distributed within the range mentioned. Non-novel based movies have odd pattern where it has one movie namely Avatar generates up to \$ 2.8 Billion Dollars for its Average Revenue and The Warrior's Way up to \$ 425 Million Dollars for its Average Budget.



Question 4: How difference are the genres to their runtime and how much revenue the genre each gives ?

Most of the movie genres have runtime within the range of 80 to 110 minutes. The top 4 genres that have long runtime in ascending order are Drama, Western, War and History. The lowest runtime is 68 minutes which belong to genre Animation.

More than half of the movie genres (9 out of 19) have runtime within the range of 100 to 110 minutes.

The movie genre that generates the highest average revenue is Adventure which have average runtime of 106 minutes.

The movie genres that generate revenue more than \$50 Million Dollars in ascending order are Science Fiction, Family, Action, Animation, Fantasy and Adventure.

Most of the movie genres have runtime within the range of 80 to 110 minutes. The top 4 genres that have longest runtime in ascending order are Drama, Western, War and History. The lowest runtime is 68 minutes which belong to genre Animation.

More than half of the movie genres (9 out of 19) have runtime within the range of 100 to 110 minutes.

The movie genre that generates the highest average revenue is Adventure which have average runtime of 106 minutes.

The movie genres that generate revenue more than \$50 Million Dollars in ascending order are Science Fiction, Family, Action, Animation, Fantasy and Adventure.

