

Project: Visualizing Movie Data

Step 1: Data Cleanup and Attribute Selection

Data cleaning:

- I have used 'auto field' tool to set the fields with correct data type.
- I have split the genres into two columns delimited by '|' and have used the first column as 'Genre' for each data point.
- I have created a new field called 'Based on Novel' with Boolean values for rows filtering each value by checking if the 'Keyword' field has novel in it or not.
- I have used the 'data cleaning' tool to remove white spaces and blanks etc;

List of attributes (or variables) used:

- Original Title, Genre, Popularity, Budget, Revenue, Production Companies, Release Date and Based on Novel.

Step 2: Tableau Visualizations and Step 3: Questions

- **Question 1:** How have movie genres changed over time?

<https://public.tableau.com/profile/sameera.preethi#!/vizhome/GenresQ1/Story1?publish=yes>

Based on the data, most number of movies was made under Drama and Comedy genres.

Over time the production of movies have increased while highest numbers of movies were made in 2012 and 2014.

Over time, the budgets and revenues have increased. Actions movies have most budgets and revenues.

Popularity of different genres increased over time however action genre movies had increased popularity consistently after 2006.

- **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?

<https://public.tableau.com/profile/sameera.preethi#!/vizhome/UPVSPQ2/Dashboard2?publish=yes>

The budgets and revenues for Universal Productions are higher than Paramount Productions. Universal Productions have made more movies than Paramount Productions and also have gained more popularity.

Both Universal and Paramount has steady increase in budgets, revenues, popularity over time, however Universal seems to have a greater increase in revenues and popularity from 2014 to 2015.

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

<https://public.tableau.com/profile/sameera.preethi#!/vizhome/BasedonNovelQ3/Dashboard1?publish=yes>

Based on the data provided, there are fewer movies based on novels. The revenues and budgets were lower than for movies based on novels. The average popularity of movies based on novels was similar to the movies not based on novels. In 1994, movies based on novels were highly popular.

- **Question 4:** What are the Top 3 genres by Profits and Popularity in different decades?

<https://public.tableau.com/profile/sameera.preethi#!/vizhome/Q4Bydecade/Dashboard1?publish=yes>

Across the different decades, there are different top 3 genres, however overall we come across four genres (action, adventure, comedy and drama) which have been popular and profitable. More numbers of movies have been made in these genres. Based on the data given, action has been the most profitable and popular genre.

I was looking at the data and wanted to see if there was one genre that always topped across all the decades either by profits it made or if there was one genre that was people's favorite across all years. This made me pose the question to examine what were the top genres over different decades by profits and popularity. I also wanted to see how many movies were made in those top genres.