

ENTERTAINER DATA ANALYTICS

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Problem Statement

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. The entertainment industry is a group of sub-industries devoted to entertainment.

The entertainment industry is used to describe the mass media companies that control the distribution and manufacture of mass media entertainment.



Introduction

The Entertainer Data Analysis project is centered on exploring the patterns and trends within entertainers' careers. The dataset contains detailed information about a range of entertainers, including their birth year, the year they achieved their major career breakthrough, and the year they won their first major award, their last major works.

The goal of this analysis is to reveal insights into how these factors interact and shape the trajectories of their careers. Ultimately, the analysis seeks to identify key patterns and trends in the timelines of entertainers' professional journeys.



Data Preparation

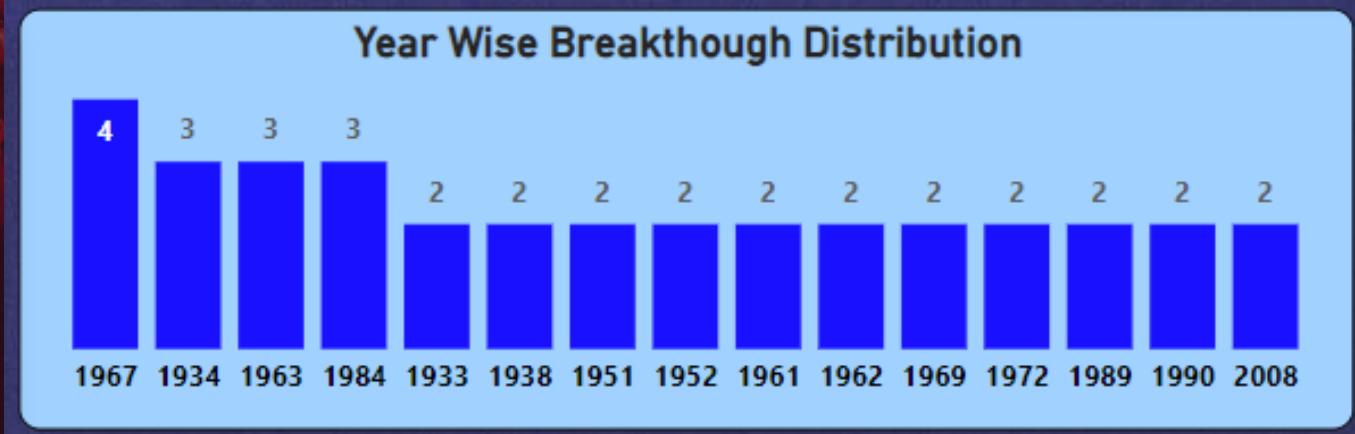
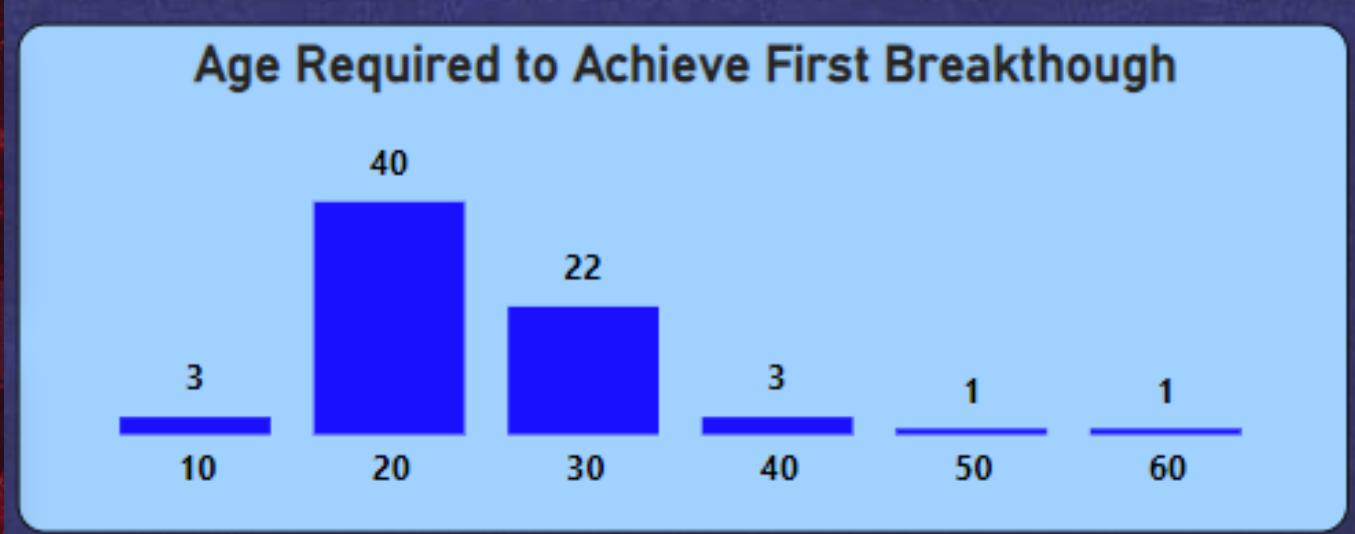
- The data is divided into three sections: Entertainer Basic Info, Entertainer Breakthrough Info, and Entertainer Last Work Info.
- Since there is no common key among the tables, merging them is necessary.
- The three tables are combined into a single dataset named 'Entertainer' using Microsoft Excel.
- The initial data was insufficient for analysis, so more information had to be added.
- Additional data points, including First Breakthrough Age, First Award-Winning Age, Years Survived Post Major Work, and Genre based on breakthrough, are included.
- The dataset contains both numeric and alphabetic values.
- Additional data was sourced from IMDb's official website.
- All visualizations are created using Microsoft Power BI after some preliminary work in Power Query.

Column Overview

Entertainer	Name of entertainer
Gender (traditional)	Gender of entertainer
Birth Year	Birth Year of entertainer
Year of Breakthrough/#1 Hit/Award	Super hit or career changing performance by entertainer
Nomination	
Age required to achieve breakthrough	Age of that breakthrough time period
Breakthrough Name	Name of breakthrough entertainment
Genre	Can be any musical albums, movies, TV show, etc.
Year of First Oscar/Grammy/Emmy	Year of first mega award won by entertainer
Age required to achieve first award	Age of that award winning time
Year of Last Major Work (arguable)	Last notable appearance by that entertainer
Career Span	Career between first breakthrough to last major work
Year of Death	Death Year of that entertainer (if they die)
Post Major Work Age	Years to survive after last major appearance

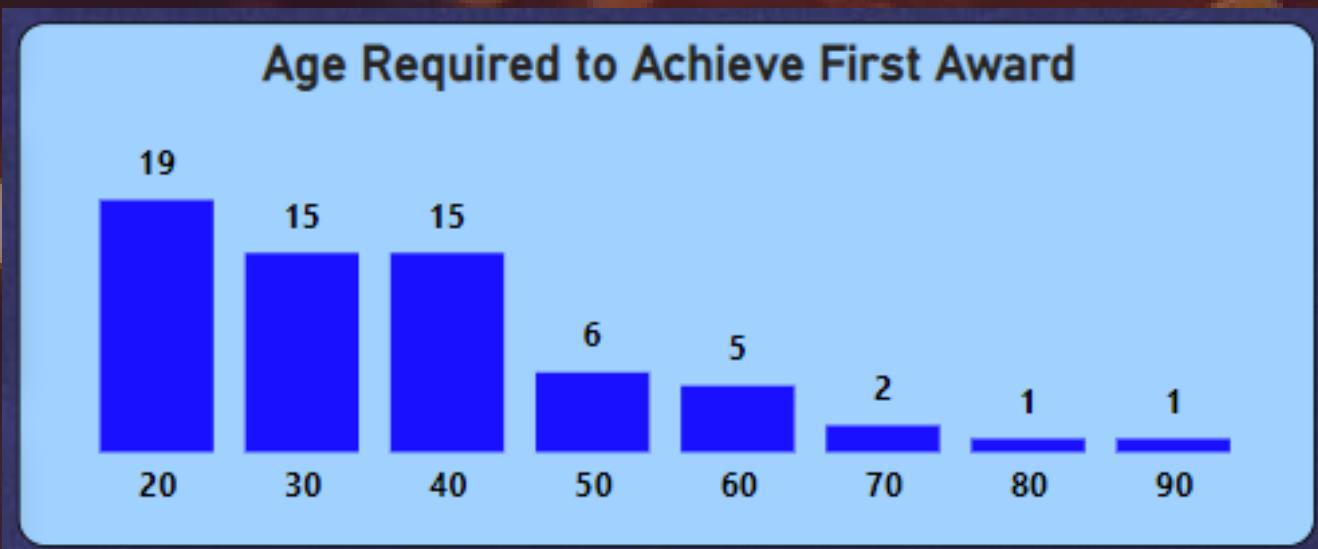
Breakthrough Details

- Stevie Wonder achieved the earliest breakthrough among male entertainers with the music album 'Fingertips' in 1963 at the age of 13, making him the youngest.
- Louis Armstrong had his breakthrough with the music album 'Hello, Dolly!' in 1964 at the age of 63, making him the oldest male to do so.
- Adele and Debbie Reynolds were the youngest women to achieve breakthroughs, in 2008 and 1952 respectively, both at the age of 20.
- Oprah Winfrey achieved her breakthrough in the movie 'The Color Purple' in 1985 at the age of 31, making her the oldest woman to have a first breakthrough.
- Most entertainers get their first major breakthrough in their 20s across various fields.
- The most common breakthrough years for male entertainers were 1967 and 1963, while for female entertainers, the standout years were 1934, 1952, and 2008.



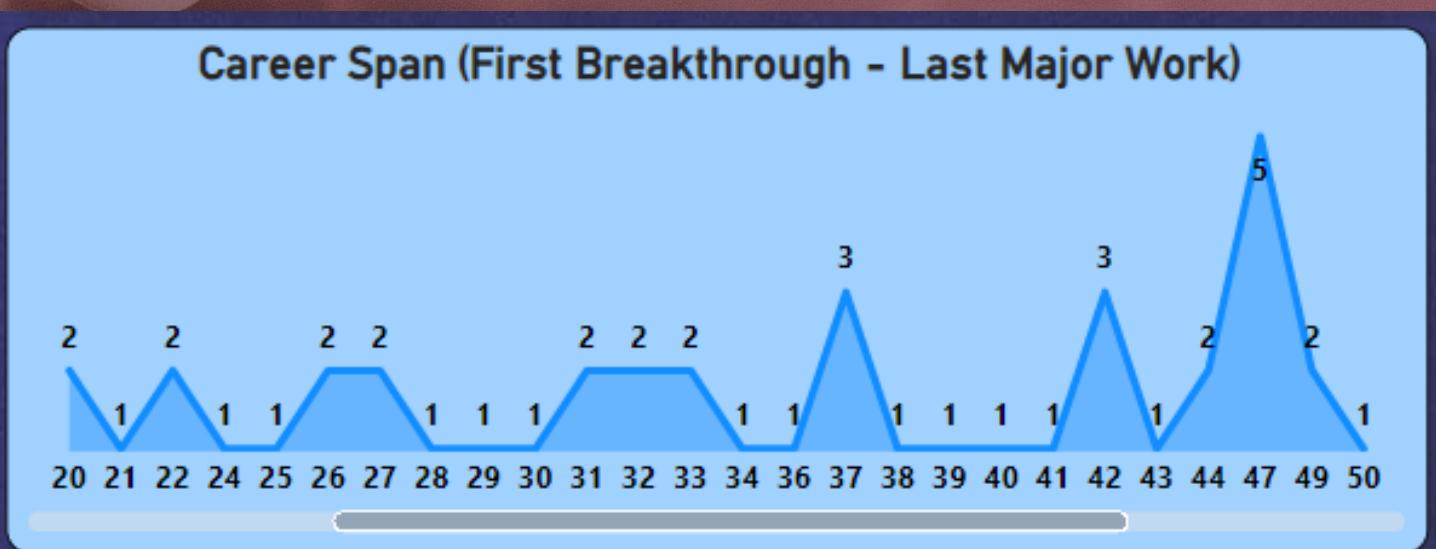
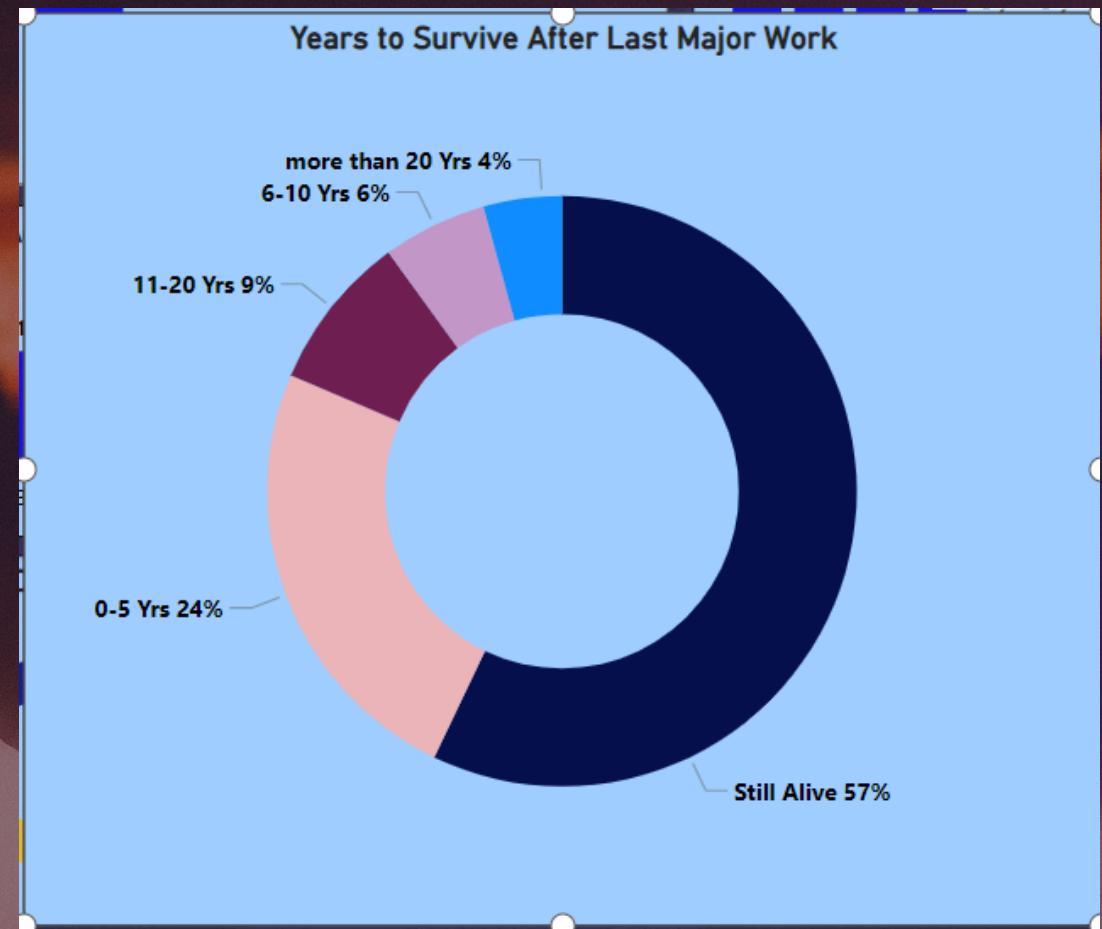
Award Winning Details

- Will Smith was the youngest male to win a top award for the TV series 'The Fresh Prince of Bel-Air' in 1988 at the age of 20.
- Louis Armstrong won a major award for the music album 'Hello, Dolly!' in 1993 at the age of 92, making him the oldest male award recipient.
- Adele was the youngest woman to receive an award for her music album '19' in 2009 at the age of 20.
- Betty White achieved a breakthrough in the TV series 'Life with Elizabeth' in 1976 at the age of 54, making her the oldest woman to reach a first major breakthrough.
- Most entertainers receive their first major award in their 20s.
- In 1962, a few male artists won their first awards, but for female artists, no specific year stands out for award recognition.
- A total of six breakthrough works have not received any awards to date.



Career Details

- James Dean had the shortest career, lasting only 2 years, with his last major work in 1955 at the age of 24.
- Tony Bennett holds the longest career span among male performers, spanning 65 years and ongoing, with his last major work in 2016 at the age of 90.
- Clara Bow had the shortest career among female entertainers, spanning 7 years, with her last major work in 1933 at the age of 28.
- Betty White has had the longest career, spanning 64 years and ongoing, with her last major work in 2016 at the age of 94.
- The average career age for male performers is 33, while for female performers it is 37, resulting in an overall average career age of 35.
- It can be concluded that entertainers who have passed away typically had short lifespans after completing their last major works. In most cases, their post-major work life was brief.



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Entertainer Data Analytics

Gender All

Total Breakthrough Entertainment 70

Total Award Winning Entertainment 64

Avg Career Span 35

Min Age for Breakthrough 13

Max Age for Breakthrough 63

Min Age for Winning First Award 20

Max Age for Winning First Award 92

Gender Distribution of Entertainer M 50 F 20

Age Required to Achieve First Breakthrough

Age	Count
10	3
20	40
30	22
40	3
50	1
60	1

Year Wise Breakthrough Distribution

Year	Count
1967	4
1934	3
1963	3
1984	3
1933	2
1938	2
1951	2
1952	2
1961	2
1969	2
1972	2
1989	2
1990	2
2008	2

Age Required to Achieve First Award

Age	Count
20	19
30	15
40	15
50	6
60	5
70	2
80	1
90	1

Year Wise Award Distribution

Year	Count
1962	4
1964	3
1976	3
1980	3
1987	3
1946	2
1965	2
1970	2
1988	2
1992	2
1993	2
1995	2
1999	2
2002	2

Genre Distribution

Years to Survive After Last Major Work

Still Alive 57%

Page 1 83%



THANK YOU

WAITING FOR YOUR VALUABLE SUGGESTIONS