

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.

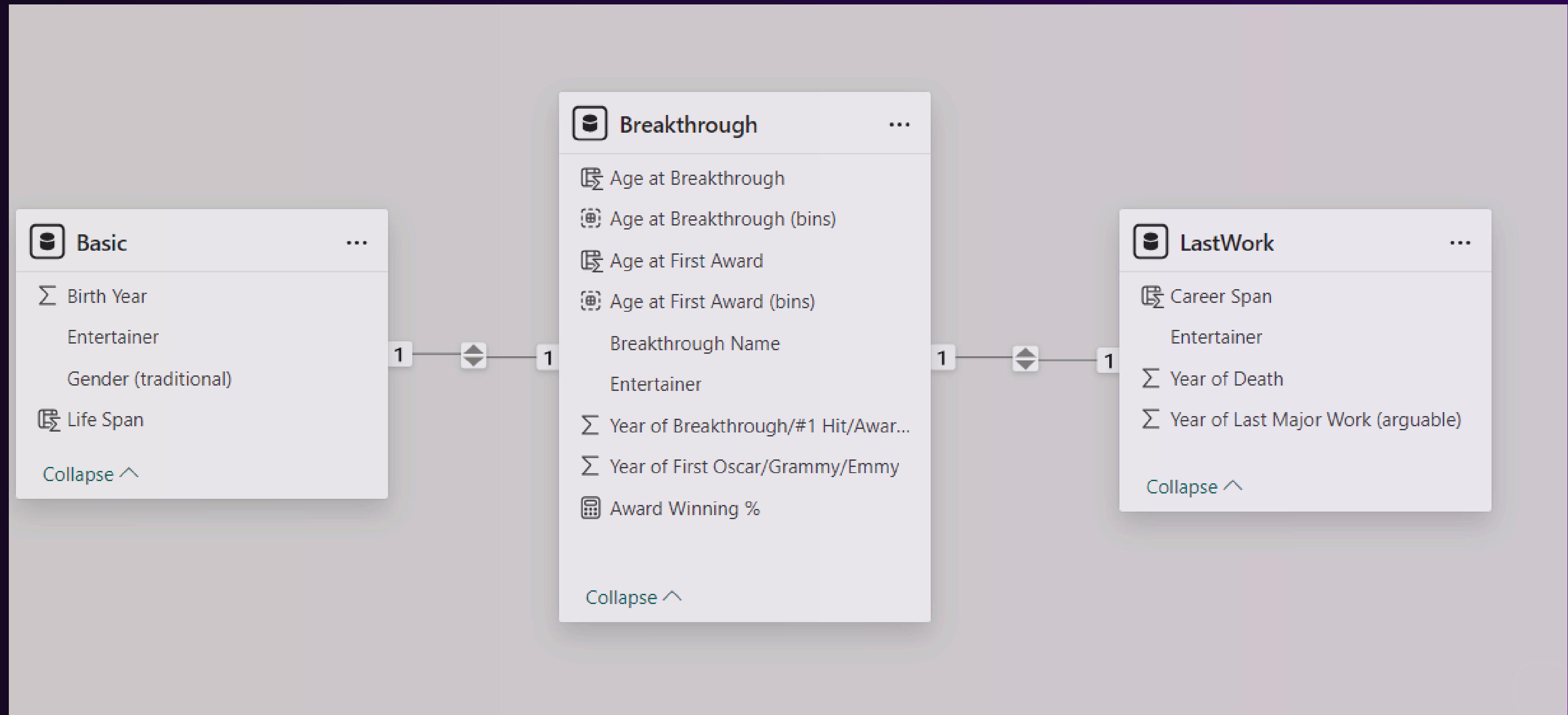
The goal of this analysis is to reveal insights into how these factors interact and shape the trajectories of their careers. Ultimately, the analysis seeks to identify key patterns and trends in the timelines of entertainers' professional journeys.



Data Preparation

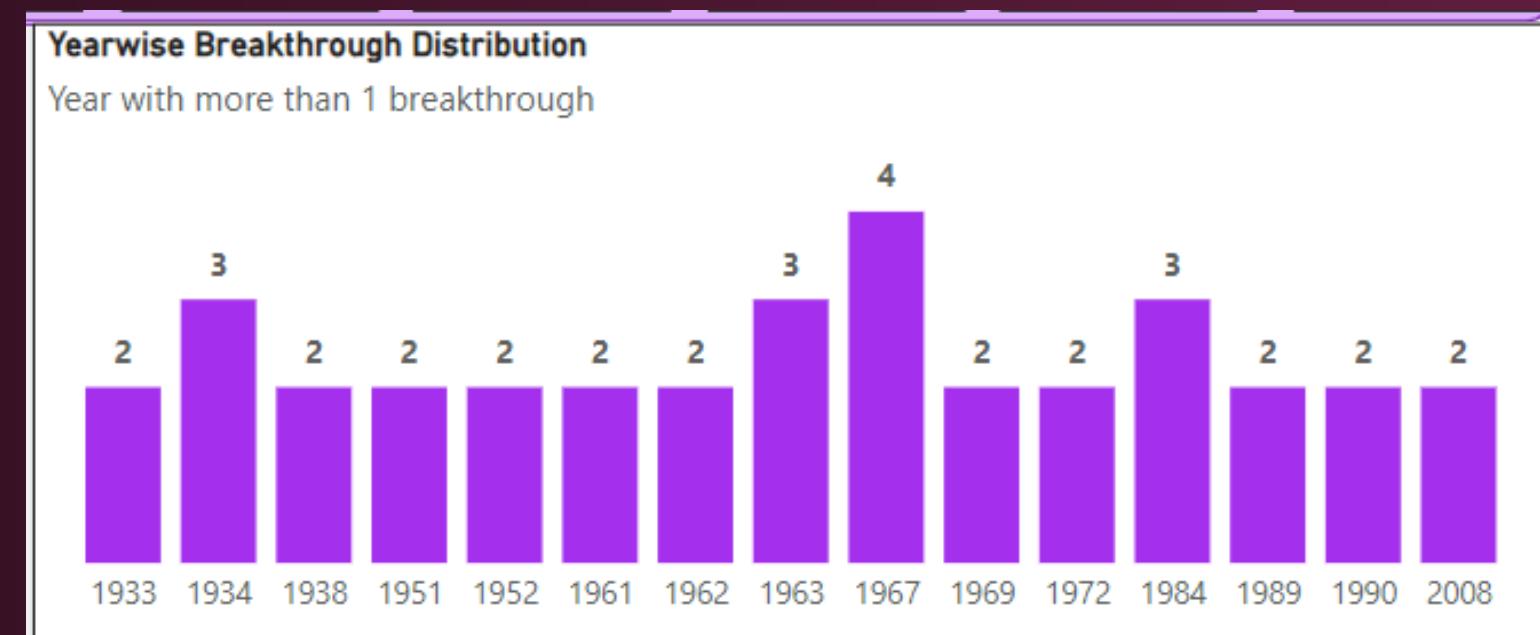
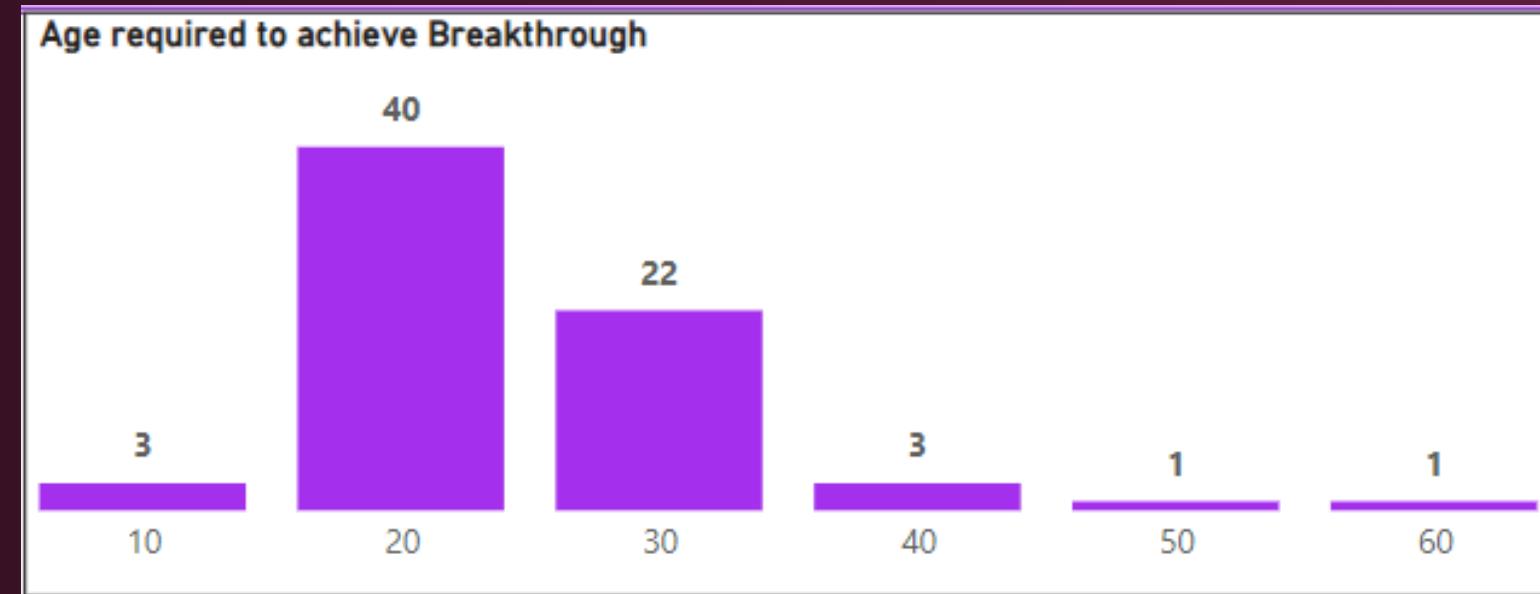
- The data is divided into three sections: Entertainer Basic Info, Entertainer Breakthrough Info, and Entertainer Last Work Info.
- Load all tables in power query for checking data types, reviewing column profile and renaming tables' name.
- After work in power query, load three tables in powerbi for create relationship among them.
- All tables have same set of entertainers, so one to one relationship among them.
- Additional columns, including Life Span in Basic table, Age at Breakthrough, Age at First Award in Breakthrough table, Career Span in LastWork are calculated by DAX function.
- Award winning % is calculated as new measure by DAX function.
- Columns have both text and numeric information.
- All visualizations are created using Microsoft Power BI tools after basic work in Power Query.

Column Overview & Relationship



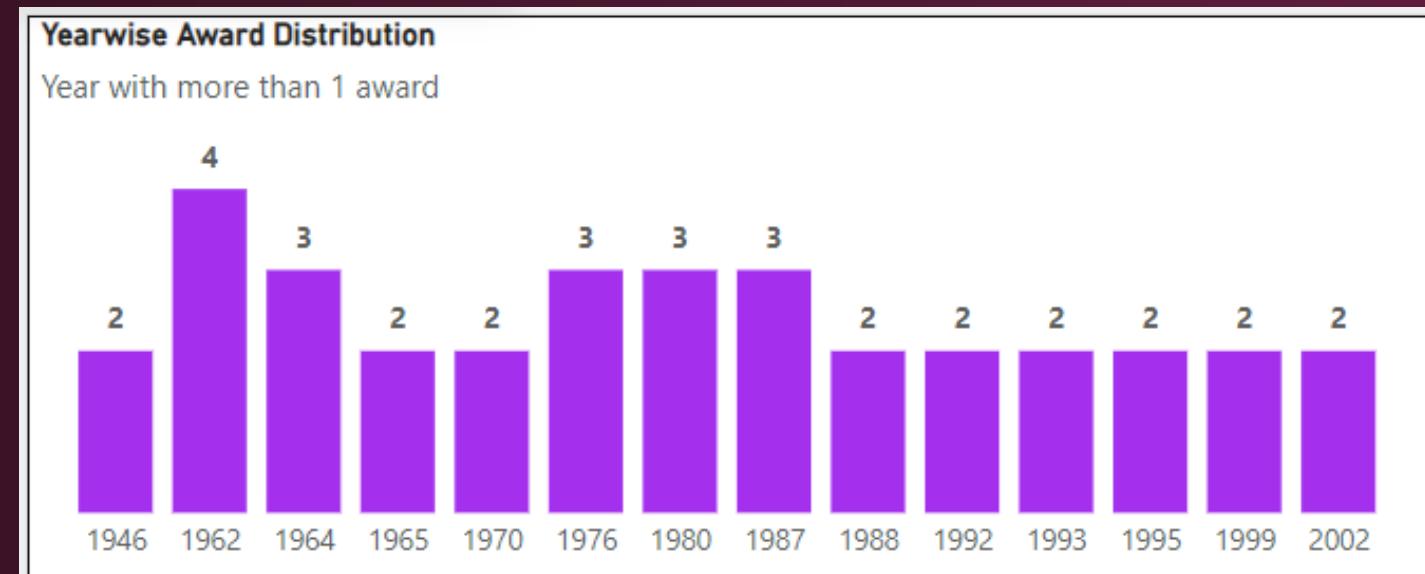
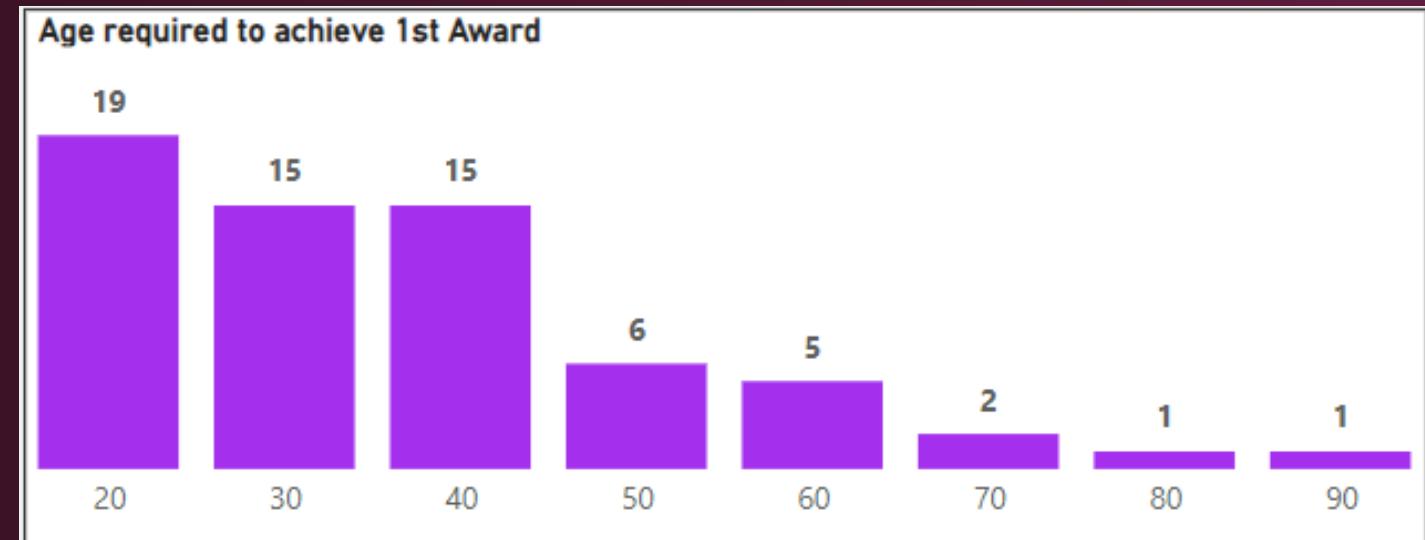
Breakthrough Details

- 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.



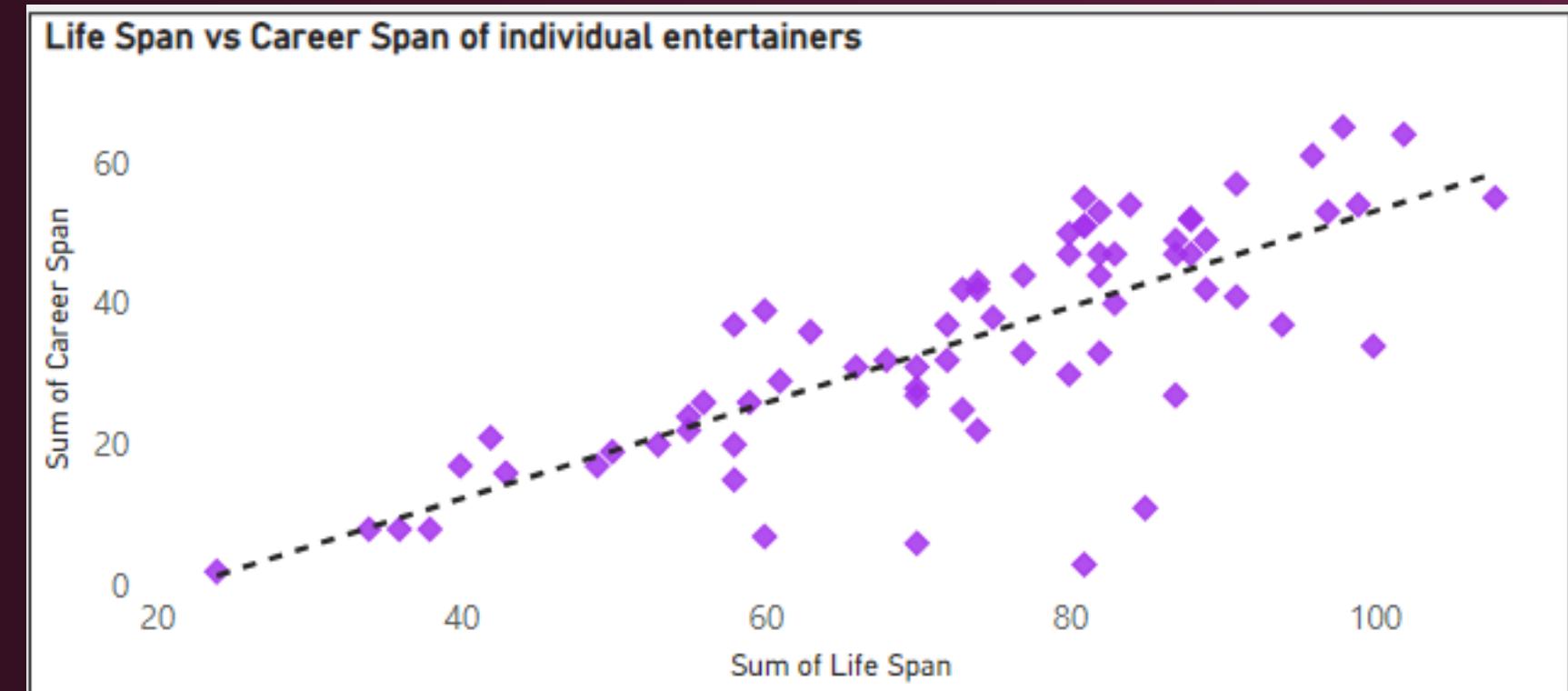
Award Winning Details

- 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, as his life span lasted only for 24 years.
- Tony Bennett holds the longest career span, spanning 65 years as life span lasted for 98 years.
- Clara Bow had the shortest career among female entertainers, spanning 7 years, while Betty White has had the longest career, spanning 64 years.
- Clara Bow, Louis Armstrong, Greta Garbo, Sly Stone have exception whose life span are more than 50, but their career span is about 10 years.
- The average career age for male performers is 35, while for female performers it is 34, resulting in an overall average career age of 35.
- It can be concluded that entertainers who have enjoyed more life span, they have long career span, but there are some exception, who despite of long life span, did not continue their career such a long period of time.



Entertainers' Legacy: A Journey Through Life and Career

No of Breakthrough

70

Award Winning Breakthrough

91%

Avg Age for Breakthrough

29

Avg Age for First Award

41

Career Span on Average

35

Gender Slicer

Gender (traditional)

All

Overview

Min Age of Breakthrough

Fingertips

13

Max Age of Breakthrough

Hello, Dolly!

63

Min Age for receiving 1st Award

The Fresh Prince of Bel-Air

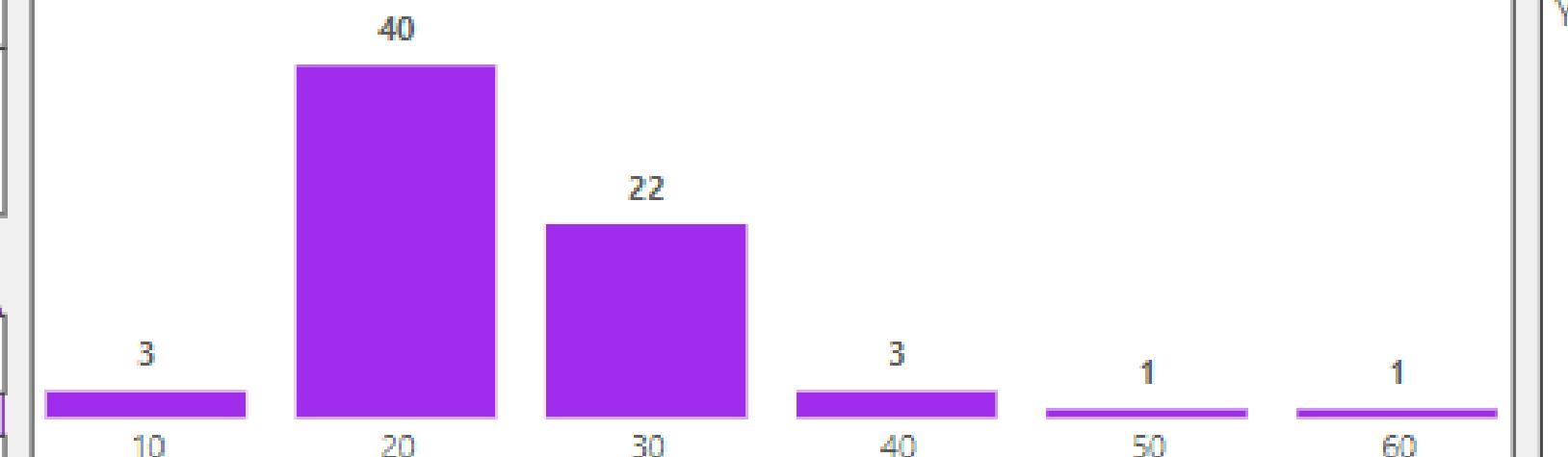
20

Max Age for receiving 1st Award

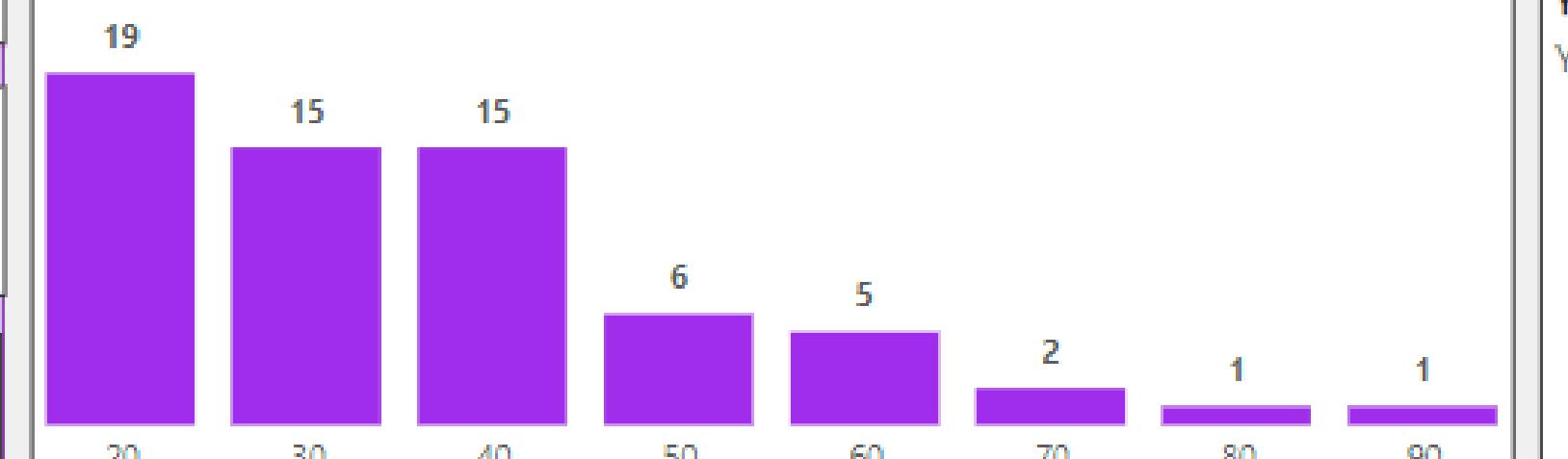
Hello, Dolly!

92

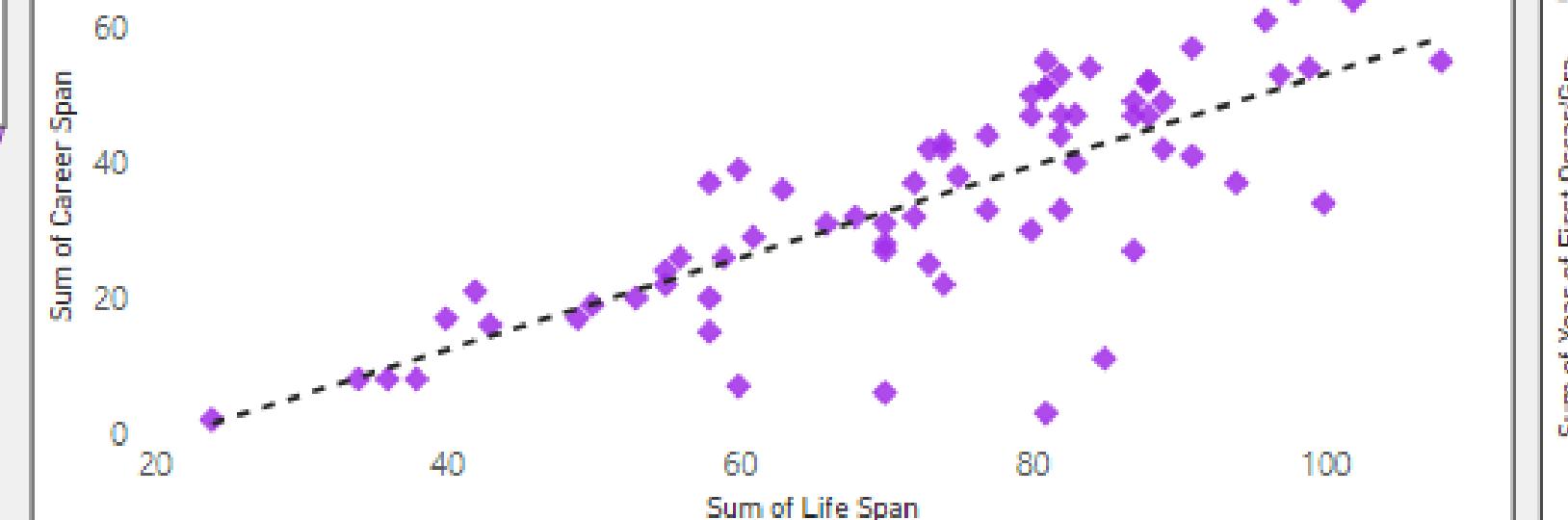
Age required to achieve Breakthrough



Age required to achieve 1st Award



Life Span vs Career Span of individual entertainers



Yearwise Breakthrough Distribution

Year with more than 1 breakthrough

No of Breakthrough

70

1933

2

1934

3

1938

2

1951

2

1952

2

1961

2

1962

2

1963

3

1967

4

1969

2

1972

2

1984

3

1989

2

1990

2

2008

Yearwise Award Distribution

Year with more than 1 award

1946

2

1962

4

1964

3

1965

2

1970

2

1976

3

1980

3

1987

3

1988

2

1992

2

1993

2

1995

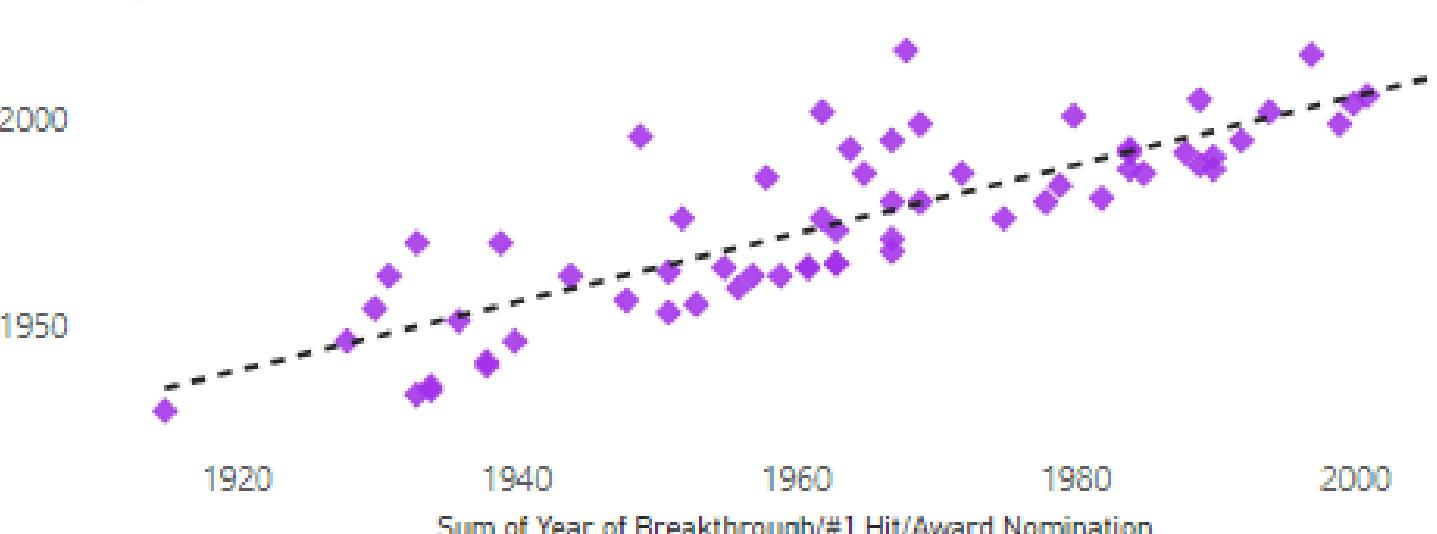
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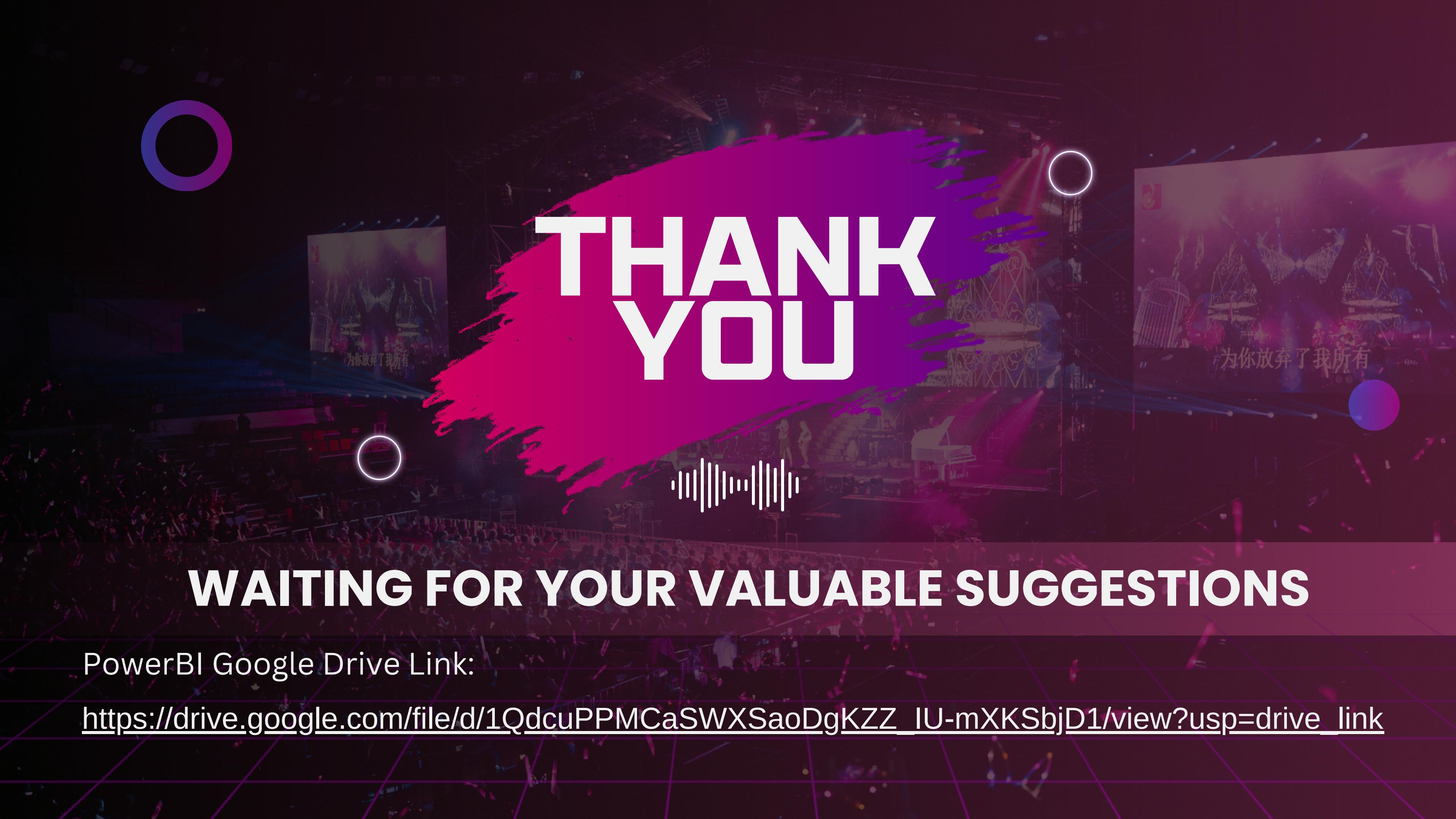
1999

2

2002

Breakthrough Year vs Award Year of individual entertainers





THANK YOU

WAITING FOR YOUR VALUABLE SUGGESTIONS

PowerBI Google Drive Link:

https://drive.google.com/file/d/1QdcuPPMCaSWXSaoDgKZZ_IU-mXKSbjD1/view?usp=drive_link