SI 649 Winter 2020

Lab1 Answer Sheet (Group Task)

DUE: Tuesday 1/22 at 11:59 PM

please include the answer and a screenshot of your tableau window. If the answer is too long (e.g. question 7.6), a screenshot is fine.

☐ 5.2 Create a group of all movies that contain the string "**dragon**" in their names.

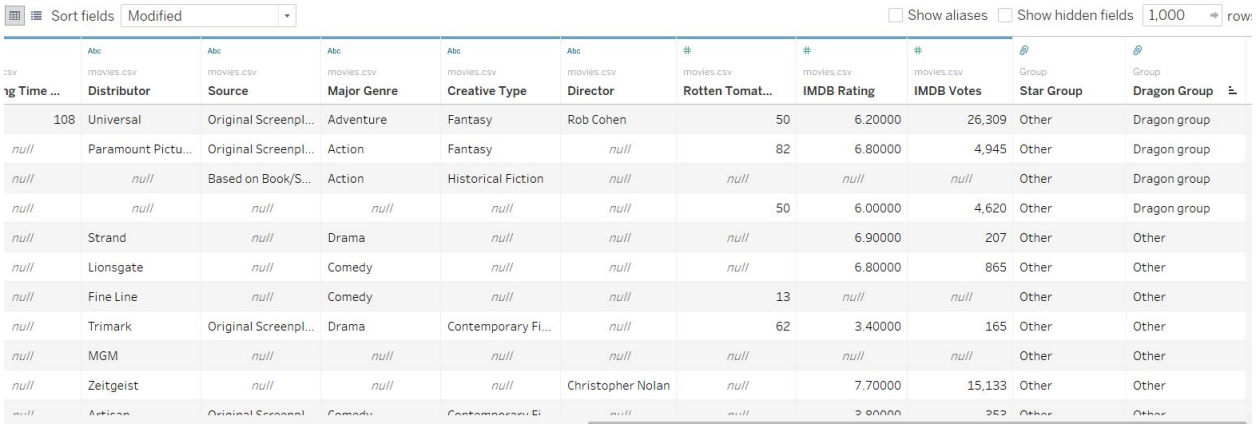
Title:

Dragonheart

Dragonslayer

Three Kingdoms: Resurrection of the Dragon

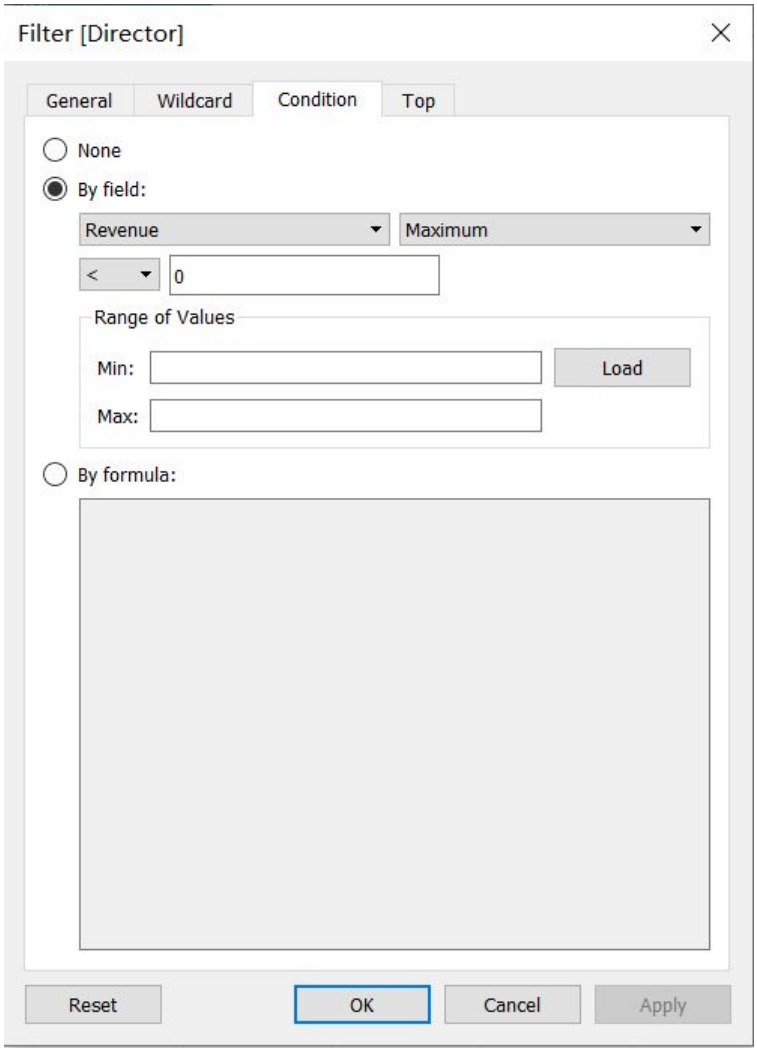
Pete's Dragon



Sort fields Modified — Show aliases — Show hidden fields — 1,000 rows

ng Time ...	Distributor	Source	Major Genre	Creative Type	Director	Rotten Tomat...	IMDB Rating	IMDB Votes	Star Group	Dragon Group
108	Universal	Original Screenpl...	Adventure	Fantasy	Rob Cohen	50	6.20000	26,309	Other	Dragon group
null	Paramount Pictu...	Original Screenpl...	Action	Fantasy	null	82	6.80000	4,945	Other	Dragon group
null	null	Based on Book/S...	Action	Historical Fiction	null	null	null	null	Other	Dragon group
null	null	null	null	null	null	50	6.00000	4,620	Other	Dragon group
null	Strand	null	Drama	null	null	null	6.90000	207	Other	Other
null	Lionsgate	null	Comedy	null	null	null	6.80000	865	Other	Other
null	Fine Line	null	Comedy	null	null	13	null	null	Other	Other
null	Trimark	Original Screenpl...	Drama	Contemporary Fi...	null	62	3.40000	165	Other	Other
null	MGM	null	null	null	null	null	null	null	Other	Other
null	Zeitgeist	null	null	null	Christopher Nolan	null	7.70000	15,133	Other	Other

☐ 7.6 Are there directors who have never directed profitable movie? Who are they? (Hint 1: you can use filters to complete this task. Hint 2: never directed profitable movie = all movies directed have revenue less than zero)

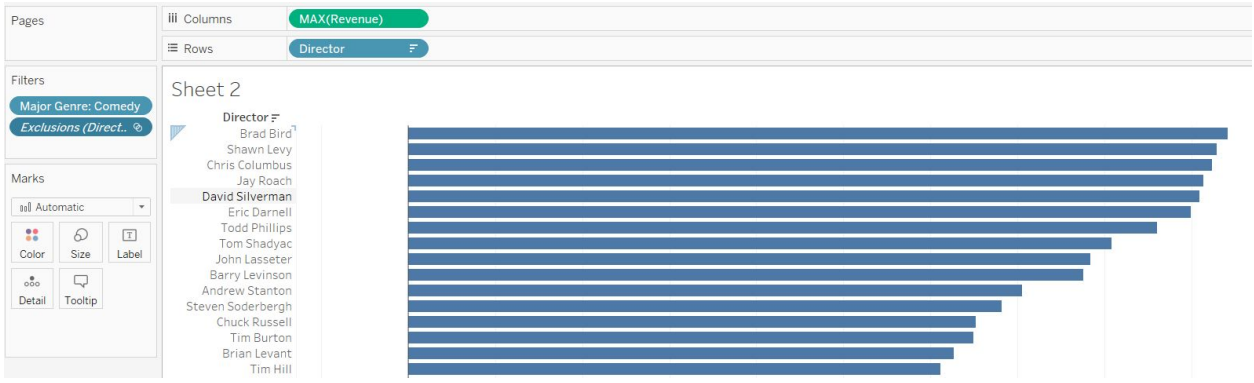


☐8.3 Which director has directed the most profitable Comedy movie?

(Hint: use 

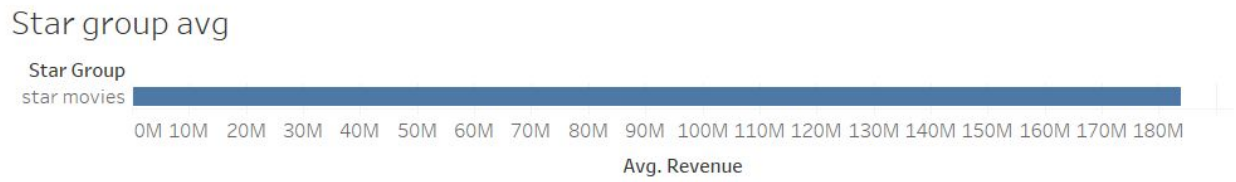
and filters/pages shelf)

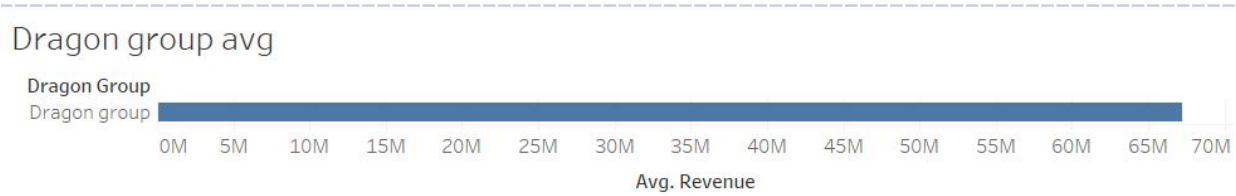
Brad Bird (Ratatouille 470,495,432)



☐ 8.4 Bonus Question: are movies contain the name “star” have higher average revenue than movies contain the name “dragon”? (Hint: create one group field for both star group and dragon group in one field)

Yes, movies contain the name “star” have higher average revenue than movies contain the name “dragon”.





Question 11: Is it better to invest in action movies or comedies? Which director would you invest in?

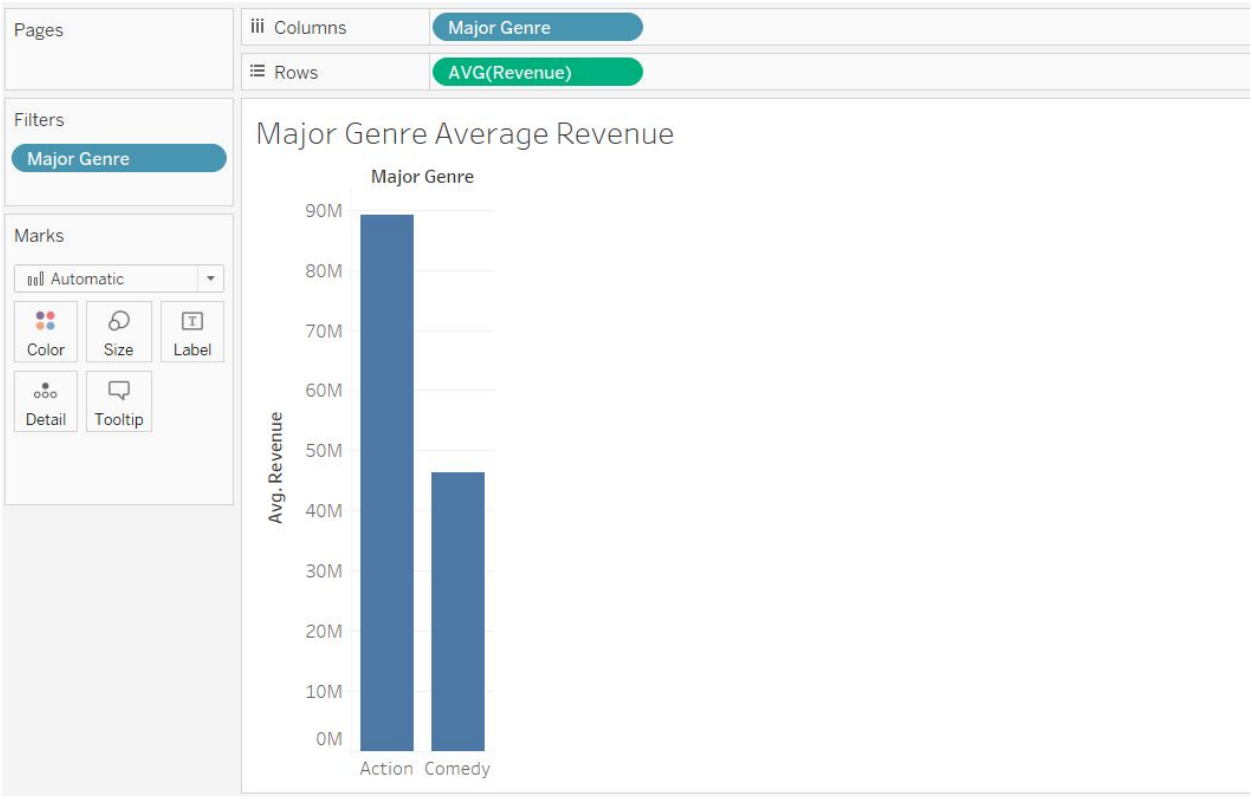
(This is an open-ended question. Please write down the steps that you used to create the visualizations, and describe how these visualizations help you to make your decision)

I think it is better to invest in action movies.

To reach this conclusion, I

1) *create a worksheet*
2) *select “Major Genre” as the column and “Revenue” as the row*
3) *select the measure of “Revenue” to be “average”*
4) *further add a filter of “Major Genre” which includes only action movies and comedies*

As shown in the visualization below, action movies have higher average revenue than comedies.



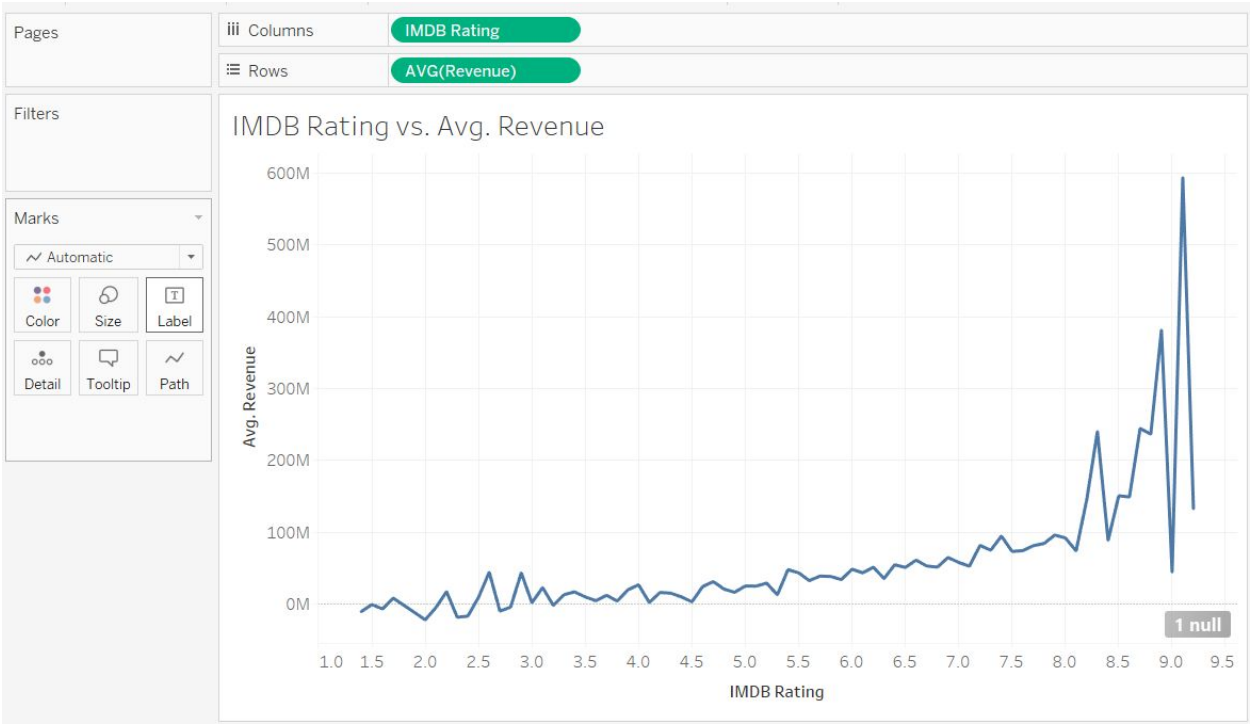
Question 12: What's the relationship between IMDB ratings and revenue? Are highly-rated movies more profitable?

(Please write down the steps that you used to create the visualizations, and describe how these visualizations help you to make your decision)

To get the relationship between IMDB rating, I

1) *Create a worksheet*
2) *select "IMDB" as column and set it as dimension*
3) *select "Revenue" as the row and set the measure to be "average"*

As shown in the visualization below, though not always the case, highly-rated movies generally have higher average revenue.

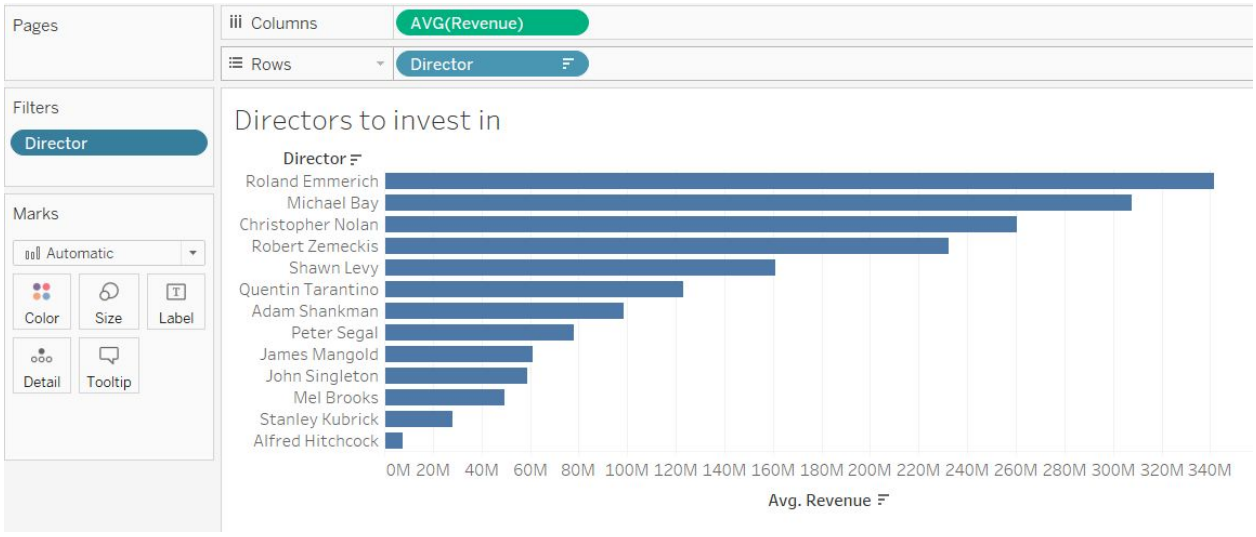


☐13.3: Who would you invest in? Create some visualizations to justify your decision. You can use the ones you've already created as a start, but we'll give extra credit for some creativity here.

I would like to invest in a director who has made high average revenues, has already made a number of films (more than 5), and has made profits in every film. So I make a visualization as follows:

1) *Create a worksheet*
2) *Select "Director" as "row"*
3) *Select "Revenue" as "column" and set it measured by "average"*
4) *Add a filter on the field "Director" with condition by formula "MIN([Revenue]) > 0 AND COUNT(1) > 5"*
5) *Sort the "Avg(Revenue)" to be descending*

And I obtain a visualization as follows



I would like to invest in directors on this graph, especially Roland Emmerich who ranks on the first.