

SpongeBob SquarePants



Episodes Dataset

A Deep Dive into the
Nautical Nonsense of
SpongeBob Viewership

introduction and Summary

Detailed information about the episodes in seasons 1-14 of SpongeBob SquarePants

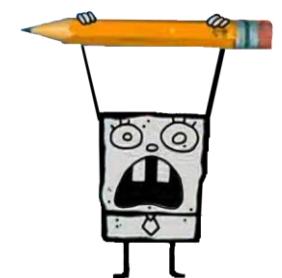
Dataset from Kaggle:

<https://www.kaggle.com/datasets/mythiccalcat/spongebob-squarepants-episodes-dataset?resource=download>



25 total columns, 7 utilized

'Airdate', 'Animation', 'Animation Supervisor',
'Copyright year', 'Creative', 'Episode Nº',
'Guest(s)', 'Line Producer', 'Main', 'Next',
'Previous', 'Production code', 'Running time',
'Season Nº', 'Sister episode(s)', 'Storyboard',
'Storyboard Artist(s)', 'Supervising', 'Supervising
Producer(s)', 'Technical', 'U.S. premiere time
(ET)', 'U.S. viewers (millions)', 'Writer(s)',
'characters', 'title'



The Big 7:



Categorical Variables:

'Animation'

'Writer(s)'

'Supervising Producer(s)'

'characters'

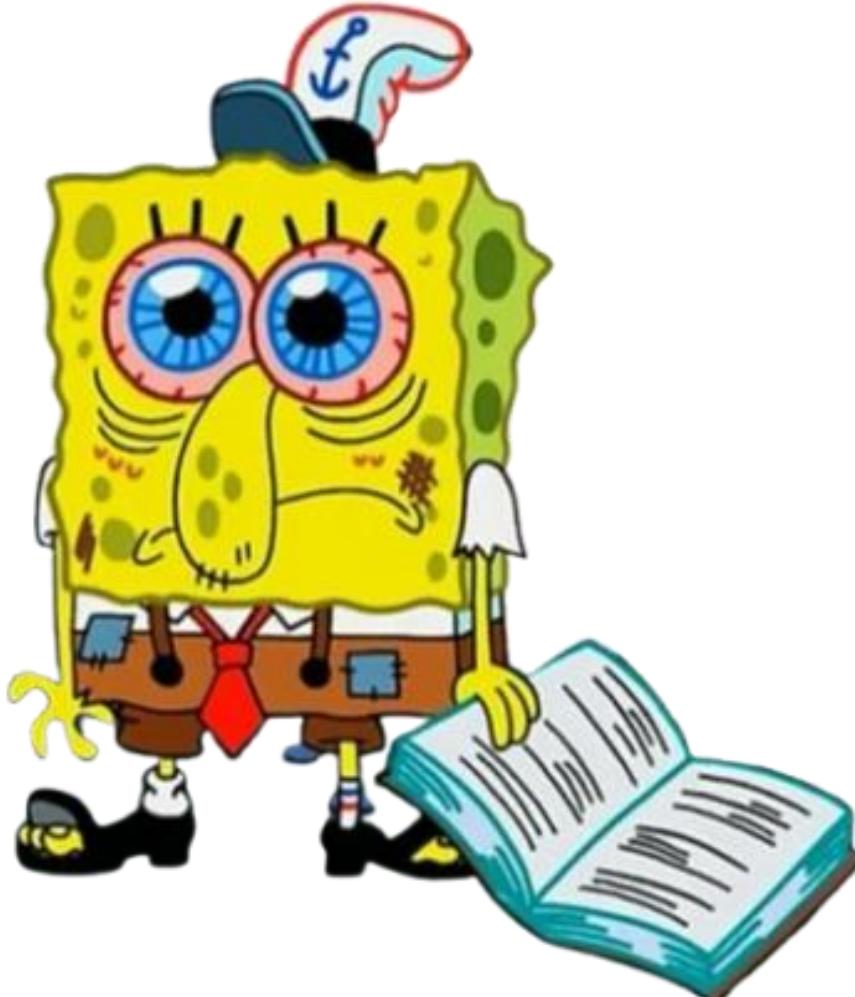
Numeric Variables:

'U.S. viewers (millions)'

'Episode Nº'

'Season Nº'

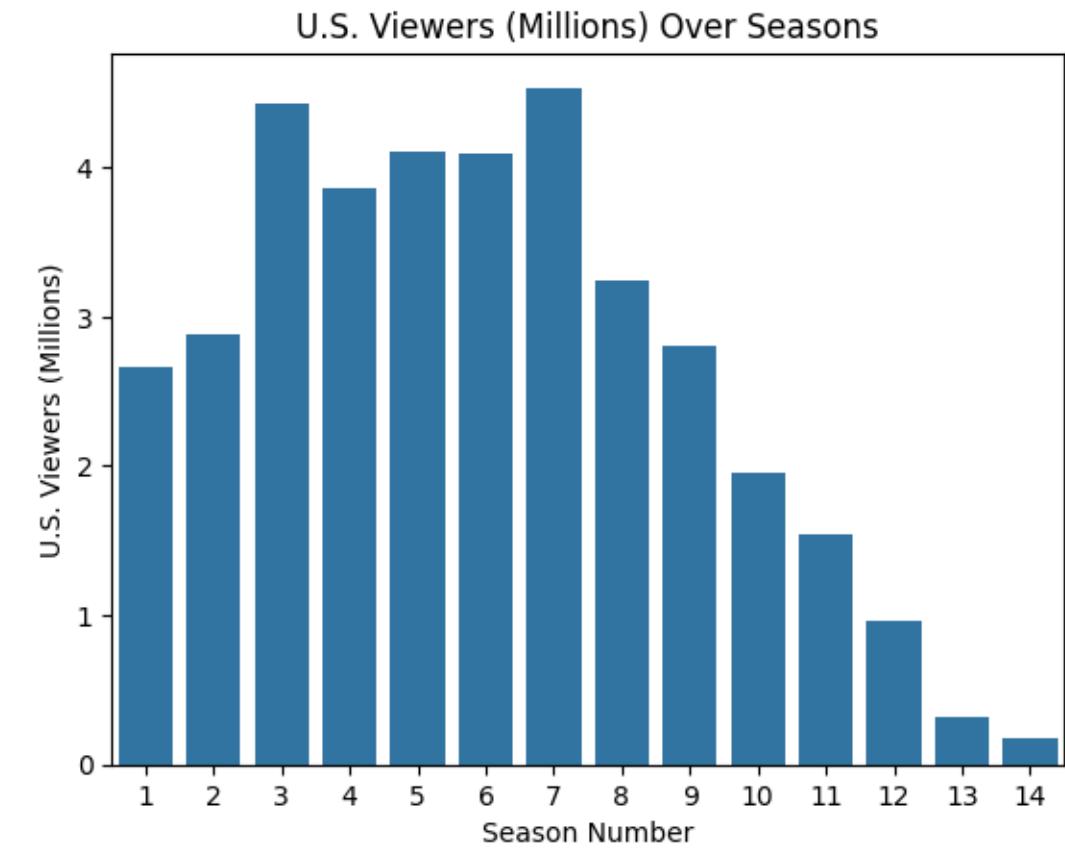
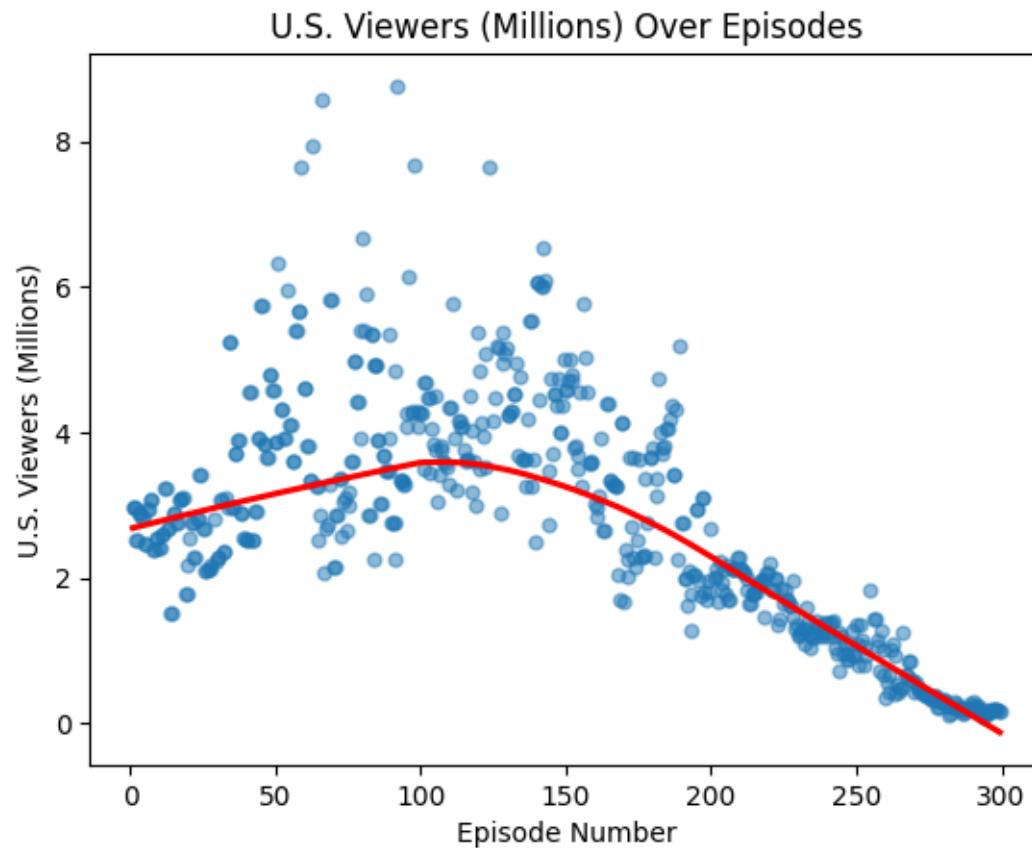
Research Question



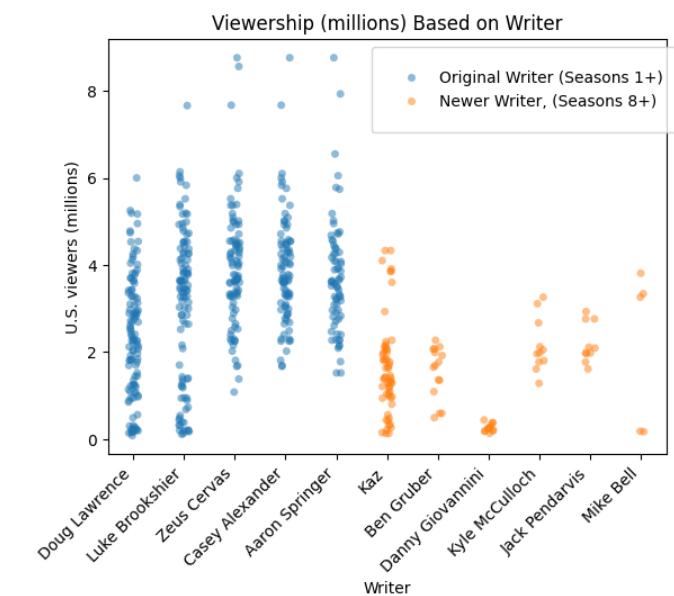
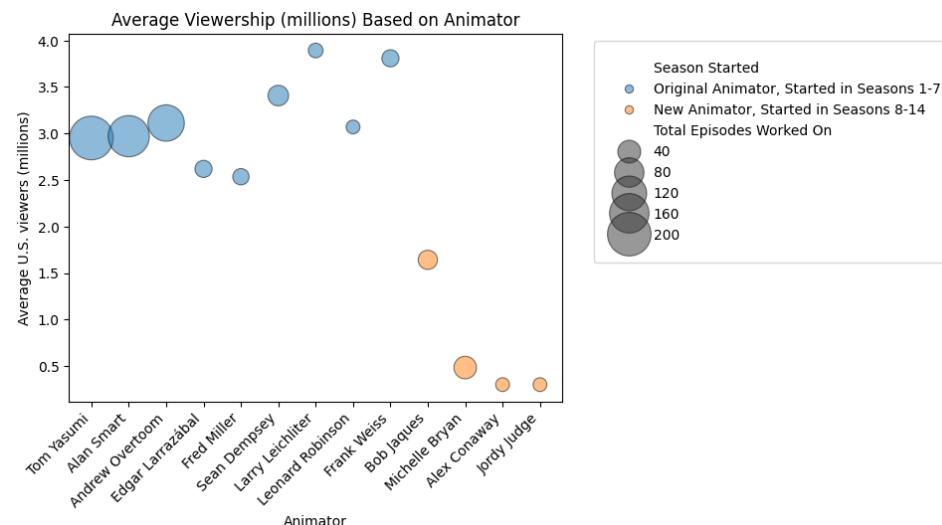
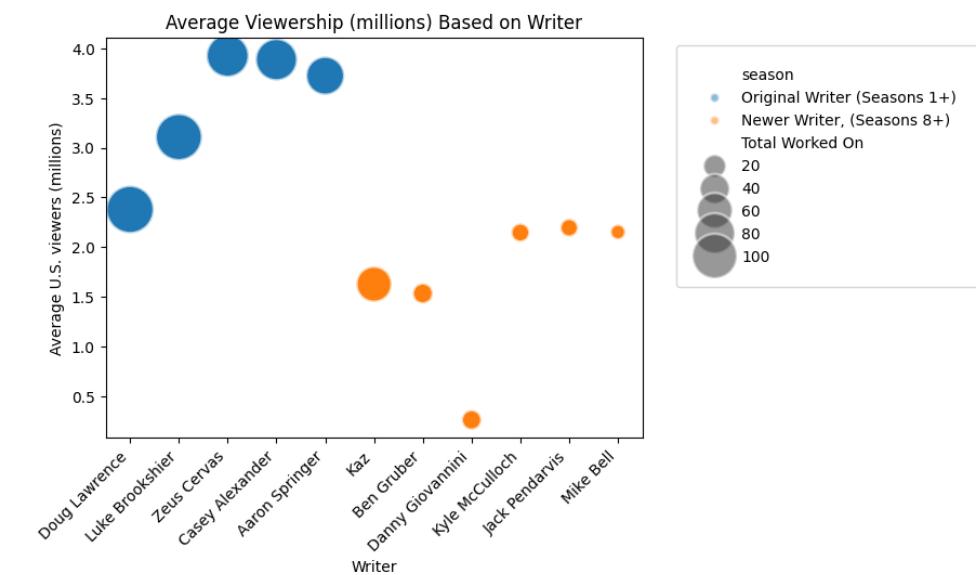
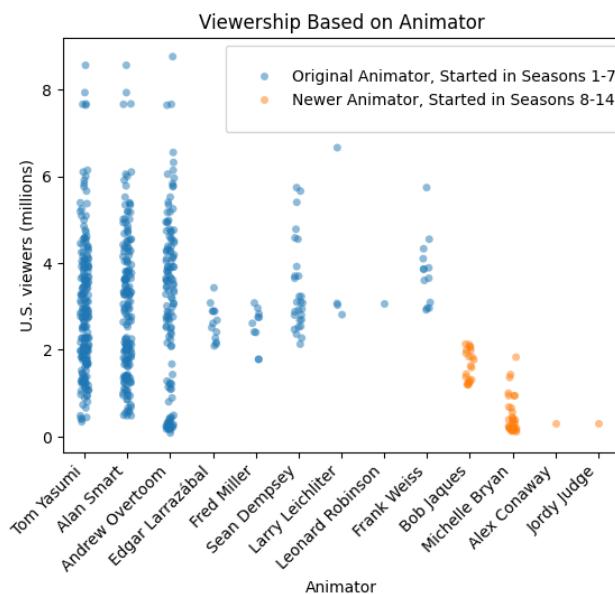
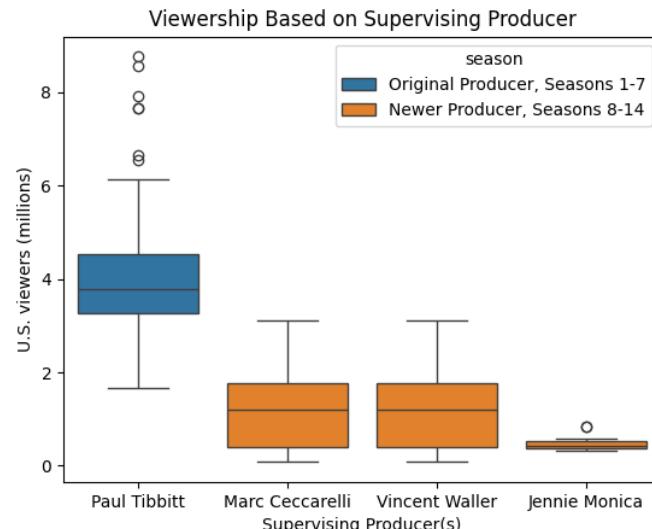
What factors in this dataset have an impact on the success of the episode, in terms of viewership?

- Characters included?
- Animators/writers?
- Chronological series order?

SpongeBob Viewership Over Time

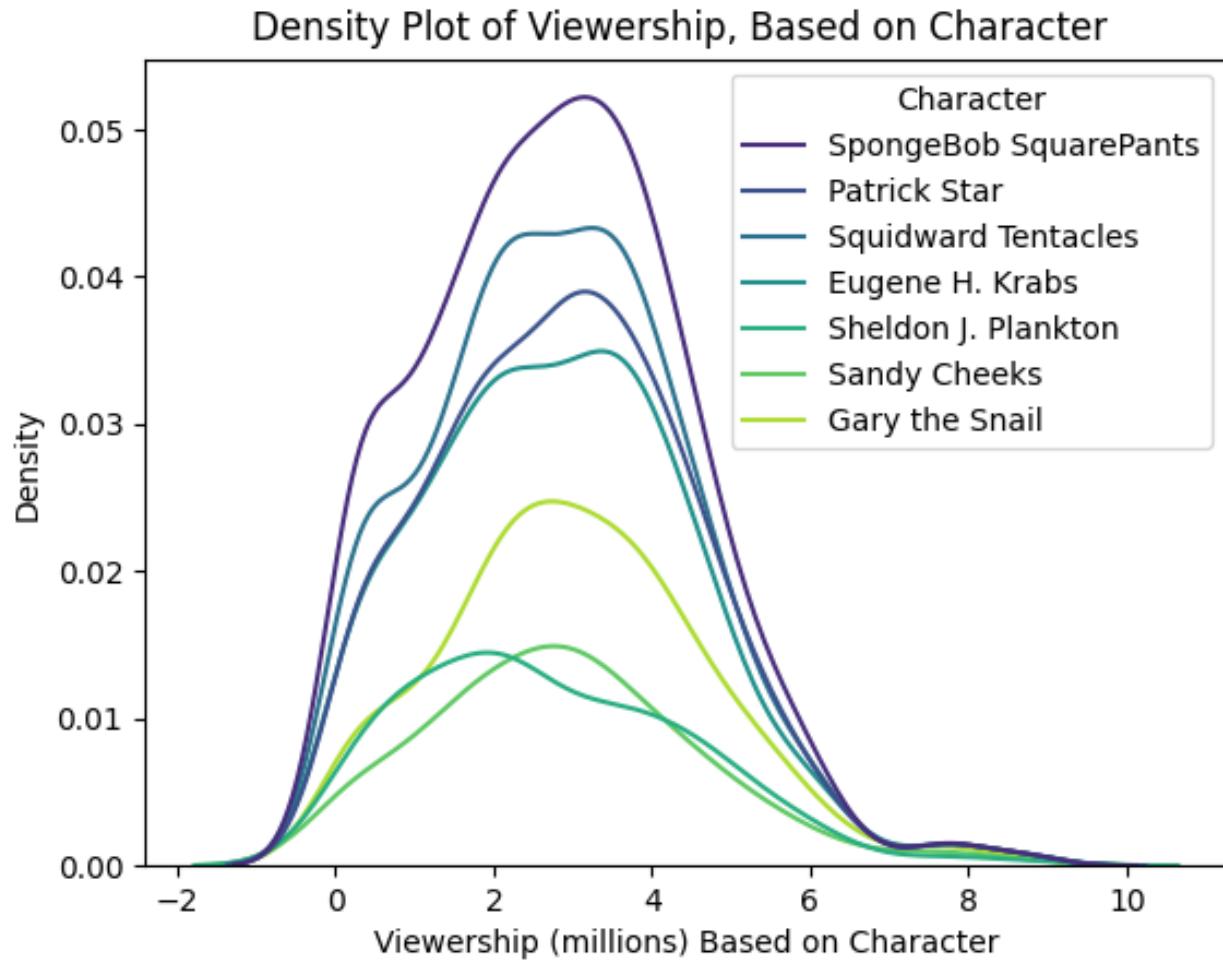
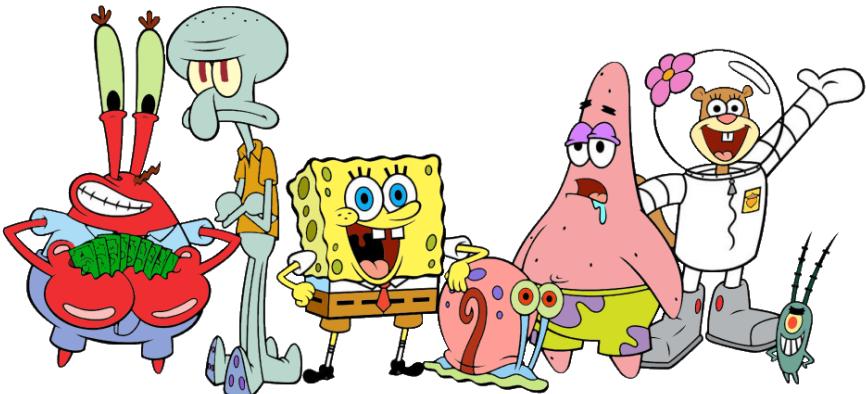


The impact of the Creative Minds Behind SpongeBob



What Else Drives This Change?

- ✓ 'Animation'
- ✓ 'Writer(s)'
- ✓ 'Supervising Producer(s)'
- ✗ 'characters'



What About our Research Question?

What factors in this dataset have an impact on the success of the episode, in terms of viewership?

- Of our variables of interest, only episode/season, animator, writer, and supervising director appear to have an impact on the viewership of an episode upon its airing.
- Correlation \neq causation! The significance of these variables could be due to any number of things, and does not guarantee a relationship!





Any Questions?