

## The Movie Database Data

The Movie Database provides movie data for public use, you can find it [here](#).

### Project Overview

In this project, you'll use Tableau to build dashboards and tell a story with data. This is an essential skill as an analyst. You'll be exploring data from *The Movie Database* to draw out and display interesting patterns.

You'll start by defining some leading questions, then you'll explore the data to find answers, and finally build visualizations to communicate those answers and tell a story.

### Project Details

You are a business analyst consultant and your client is a new movie production company looking to make a new movie. The client wants to make sure it's successful to help make a name for the new company. They are relying on you to help understand movie trends to help inform their decision making. They've given you guidance to look into three specific areas:

- **Question 1:** How have movie genres changed over time?
- **Question 2:** How do the attributes differ between Universal Pictures and Paramount Pictures?
- **Question 3:** How have movies based on novels performed relative to movies not based on novels?

On top of that, the client asked you to explore one other question that you find interesting based on the data provided.

### Submission

- Your submission should be a PDF file containing answers to each of the questions above (including your own). Your PDF should include a [link to an online Tableau Public dashboard, which you can create from Tableau Desktop as well with the instructions herein](#). The dashboard should contain a minimum of 2 and a maximum of 3 visualizations that help answer the question, one dashboard per question (4 dashboards total). Be sure to include the question you are answering by naming the dashboard Q1, Q2, etc. Hide any non-dashboard sheets that you used to make calculations or support your dashboards so that the final submission is clean and uncluttered.
- For one of the questions, in addition to creating a dashboard, create a narrative told through visualizations and text using the Tableau Stories feature. Indicate which question you are creating a story from by naming the Story after the question i.e. 'Q3 Story'.

## Submission Requirements

You should include at least one of each of these figures (among all the dashboards, not in each out):

- Line plot (if time/date data is available)
- Shape (scatter) plot
- Bar chart
- Small multiple

Also, include the following uses of color/shape/size:

- Group by color/shape
- Indicate a third continuous dimension with color and/or size
- For example, if you have a scatter plot comparing 2 different studios' revenue over time, you can indicate each studio by color and present them in the same plot.
- Choose appropriate color palettes (diverging, sequential, colorblind friendly). You can refer to **Lesson 2 Design Principles -> 11. Using Color** for a refresher.

Demonstrate an effective use of labels:

- Clear labels on all axes and legends
- Label data of interest (Optional)

Include interactivity in dashboards and stories:

- Filters
- Highlighting or other actions
- There is a text narrative present in one of the dashboards

## Submission Format

Your submission should be in the form of a PDF file containing answers to the questions and a **link** to an [online Tableau Public dashboard](#). **Important:** Note that simply saving your file as a `.twbx` document is not enough for all reviewers to have access to your project.

## Data

The Movie Database data can be found in a file called `movies.csv` at the bottom of this page. To help you understand the data found in `movies.csv` here is a breakdown of what every field (column) means:

- **id:** Identification number
- **imdb\_id:** IMDB identification number
- **popularity:** Relative number of page views on The Movie Database
- **budget:** Budget in USD
- **revenue:** Revenue in USD
- **original\_title:** Movie title
- **cast:** list of cast members separated by |, max five actors

- **homepage:** URL for the movie homepage
- **director:** list of directors separated by |, max five directors
- **tagline:** Tagline for the movie
- **keywords:** list of keywords associated with the movie, separated by |, max five keywords
- **overview:** Summary of the plot
- **runtime:** Movie runtime in minutes
- **genres:** list of genres separated by |, max five genres
- **production\_companies:** list of production companies separated by |, max five companies
- **release\_date:** Original release date
- **vote\_count:** Number of votes
- **vote\_average:** Average of votes
- **release\_year:** Release year
- **budget\_adj:** Budget adjusted for inflation, in 2010 US dollars
- **revenue\_adj:** Revenue adjusted for inflation, in 2010 US dollars