Viewership Analysis of *Better Call Saul*

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Better Call Saul: A Brief Introduction

Better Call Saul is an American television drama series created by **Vince Gilligan and Peter Gould**. It is a prequel to the critically acclaimed series Breaking Bad and follows the story of Jimmy McGill, a small-time lawyer slowly transforming into the morally flexible Saul Goodman.

Premiering in 2015 on AMC, the **show ran for 6 seasons** and received critical praise for its writing, acting, and cinematography.
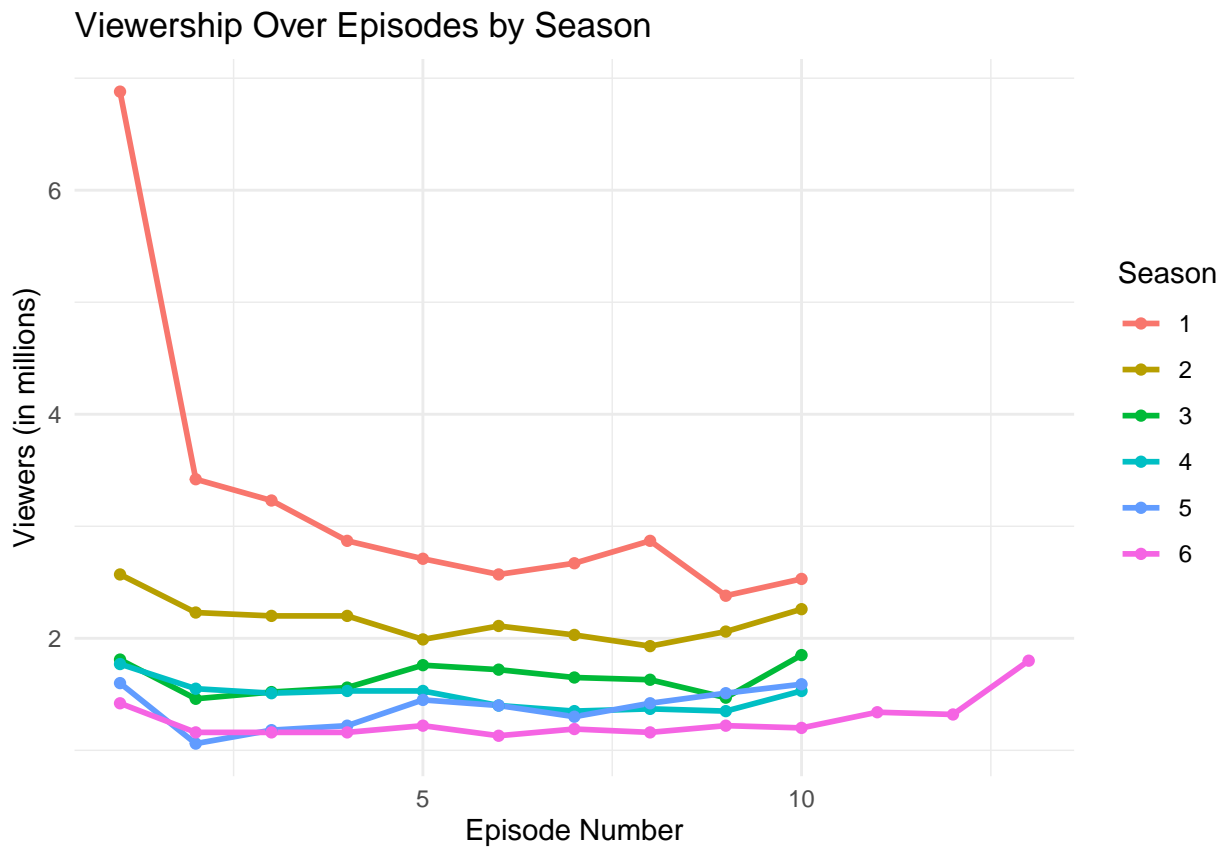

Data:

Summary of viewership:

```
## # A tibble: 6 x 6
##   Season   Min   Max  Mean Median Episodes
##    <int> <dbl> <dbl> <dbl>  <dbl>    <int>
## 1      1  2.38  6.88  3.21   2.79       10
## 2      2  1.93  2.57  2.16   2.16       10
## 3      3  1.46  1.85  1.64   1.64       10
## 4      4  1.35  1.77  1.49   1.52       10
## 5      5  1.06  1.6   1.37   1.41       10
## 6      6  1.13  1.8   1.27   1.2        13
```
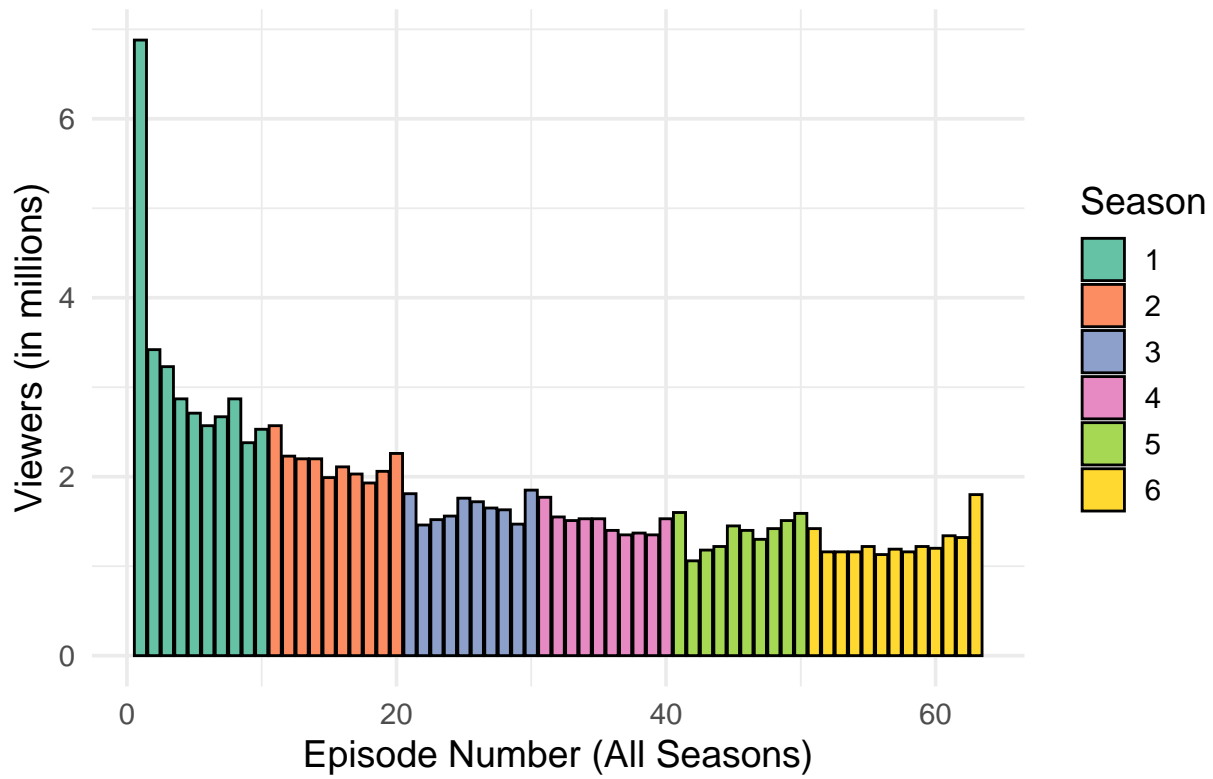
Viewership over time 1:

```
## Warning: Using `size` aesthetic for lines was deprecated in ggplot2 3.4.0.
## i Please use `linewidth` instead.
## This warning is displayed once every 8 hours.
## Call `lifecycle::last_lifecycle_warnings()` to see where this warning was
## generated.
```
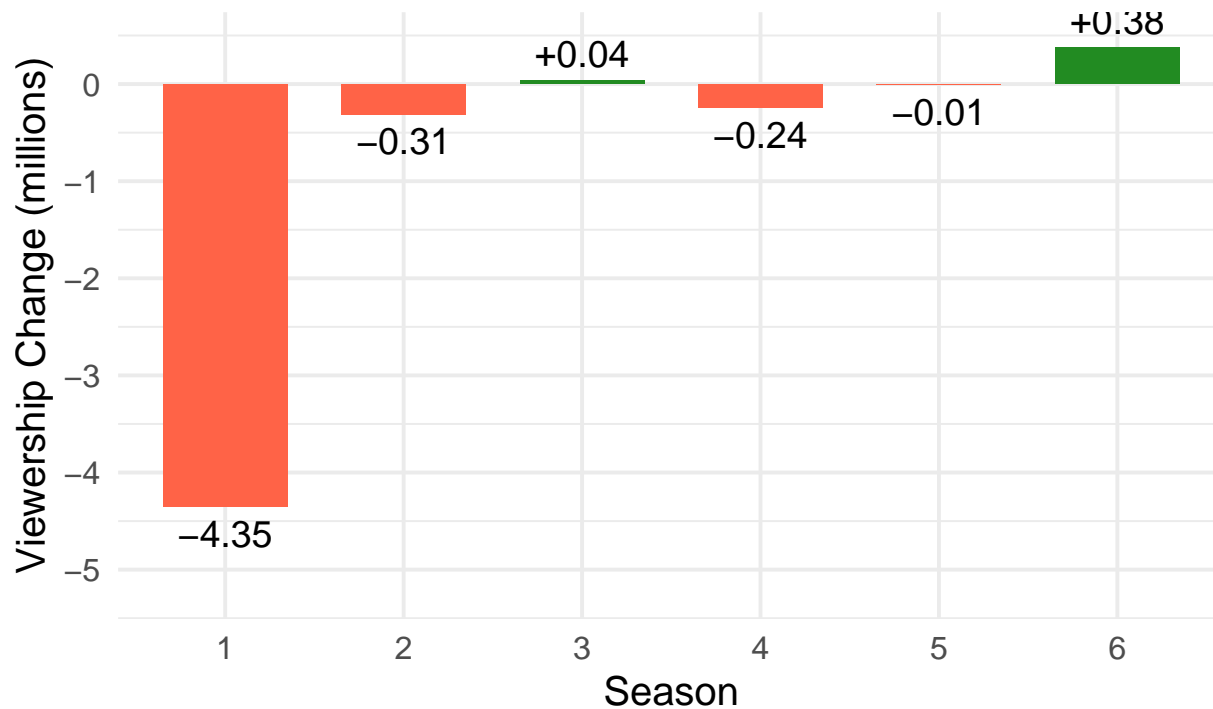
Better Call Saul Viewership by Episode (Sequential)

Change in viewership between first and last episode of the season:

Change in Viewership from Premiere to Finale per

Positive values indicate growth in viewers; negative values indica

Key Observations

- The pilot episode had the highest viewership at **6.88 million**, reflecting strong interest due to the *Breaking Bad* connection.
- Viewership steadily declined across seasons, with Season 6 averaging only about **1.27 million** viewers.
- A notable drop occurred between Season 1 and Season 2, with the average viewership falling from **3.15** to **2.16 million**.
- Within seasons, most fluctuations are under **±0.5 million**, except in Season 1 where Episode 2 dropped by **3.46 million** from the premiere.