

# Viewership Analysis of *Better Call Saul*

Viktor Sas (465692)

2025-05-16

## *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.



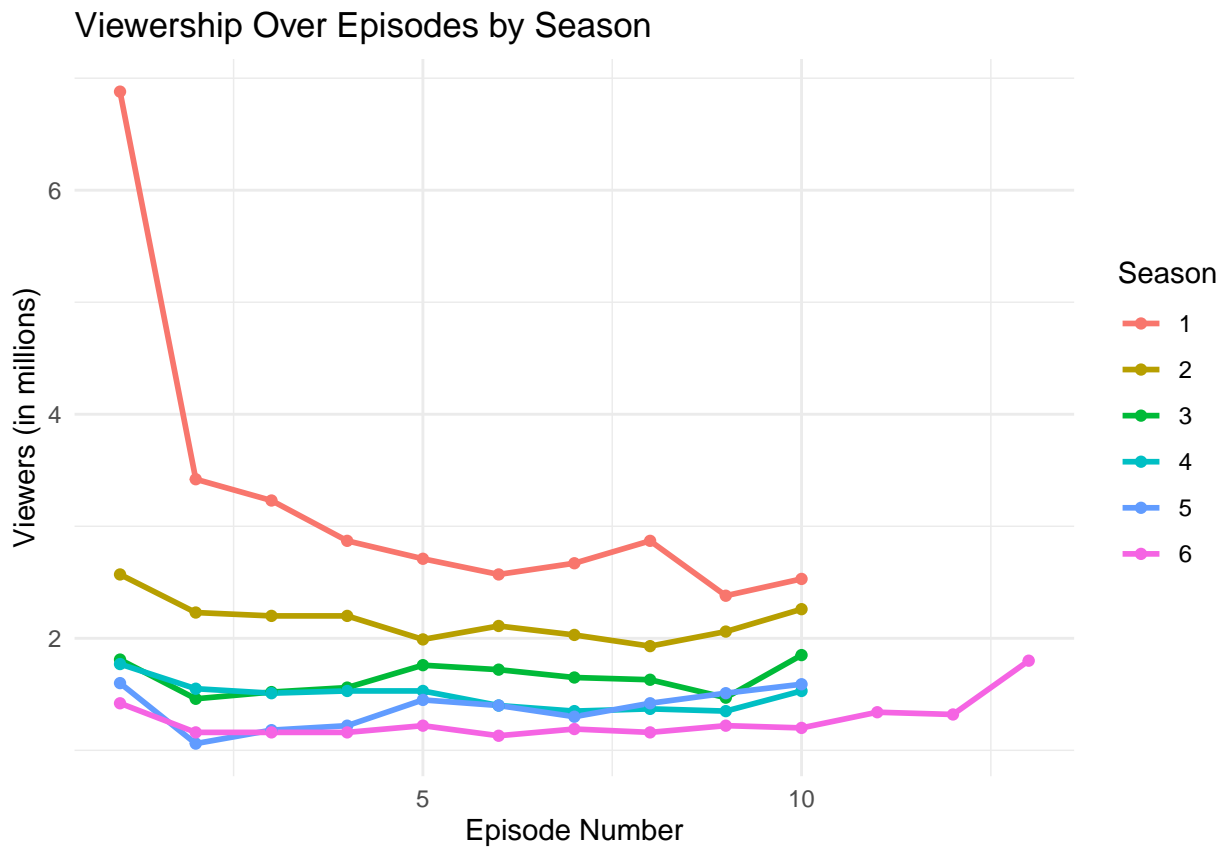
Data:

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
```

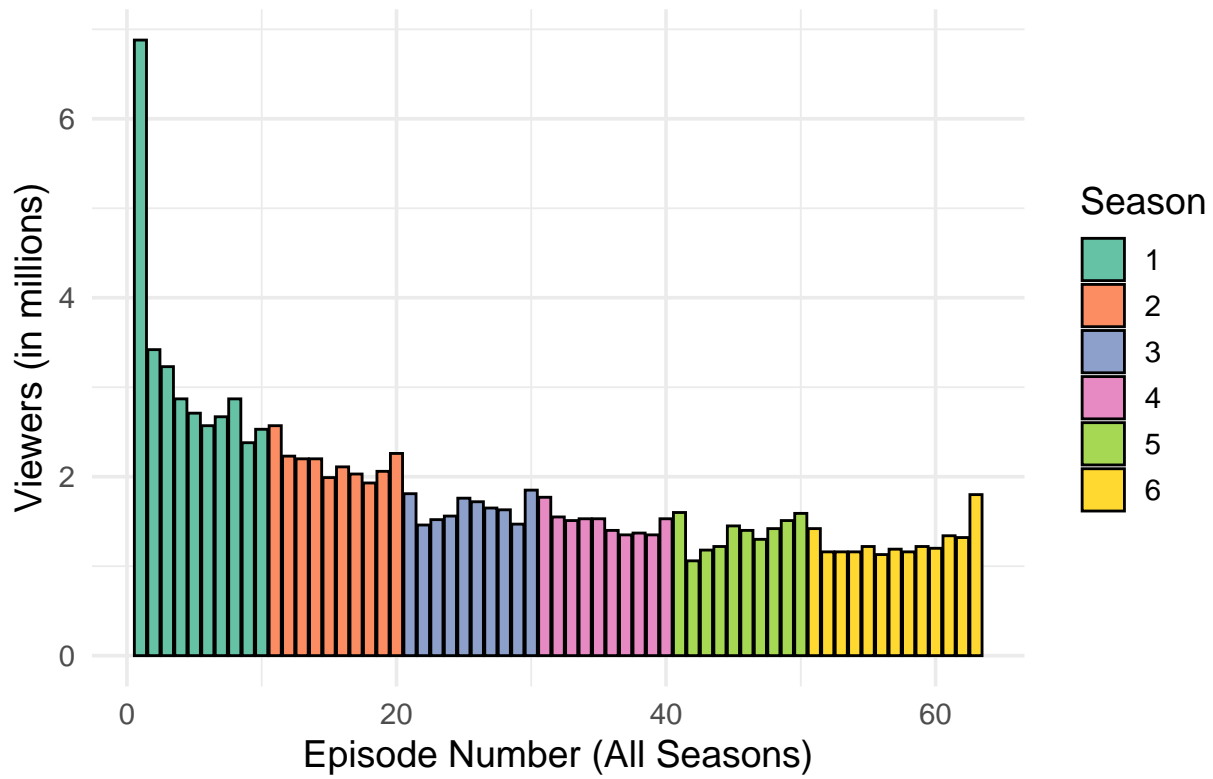
## Viewership over time 1:

```
## 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.
```



Viewership overtime 2:

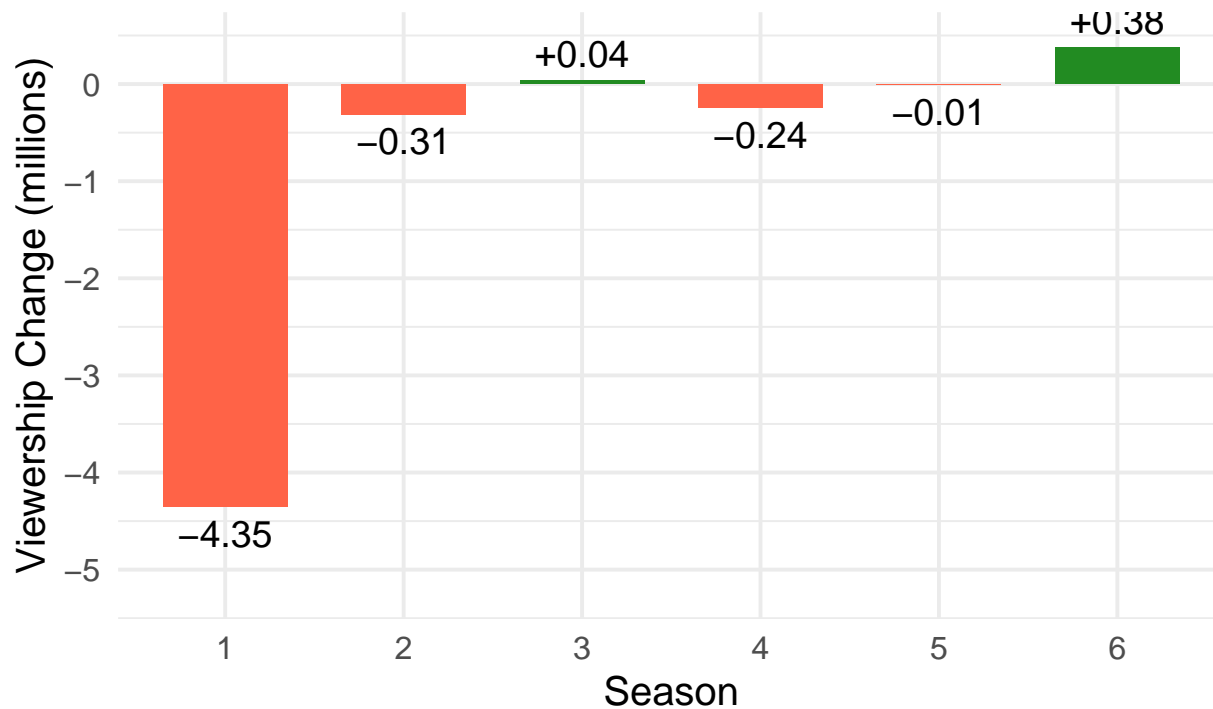
## Better Call Saul Viewership by Episode (Sequential)



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 indicate decline*



### ## Key Observations

- The first episode had far the highest viewership at **6.88 million**, probably because of the high interest of viewers after *Breaking Bad*, as *Better Call Saul* is a spin off of it.
- As the show went on, season on season, the viewership steadily declined, reaching an average of **1.27 million** in season 6.
- Within season the views were fluctuating less than **+/-0.5 million**, except for Season 1 where Episode 2 dropped by **3.46 million** from the show's premiere.

generative AI was used to: - create the dataset based on the show's wiki page where the number of views for all 60+ episodes were listed and also to improve aesthetic