

Wilson

Project 3

Link:

https://public.tableau.com/views/Project3_133/Q3B?:embed=y&:display_count=yes&publish=yes

Attributes

- **Genres Split 1**
- **Release Year**
- **Revenue Adj**
- **Profit Adj**
- **Budget Adj**
- **Popularity**
- **Number of Records,**
- **Paramount vs Universal**
- **Novels vs Others**
- **<=3 or 3+ Genres**

1. How have movie genres changed over time?

Certain genres has seen an increase in production and popularity over time. Action, Comedy and Drama has seen increase in the number of records and popularity. Drama is highest in number of records and Action is highest in popularity. Other genres barely grew or became stagnant such as History, Documentary, War, Family, Fantasy and Western.

Action, Adventure, Animation, Comedy and Drama has increased profit and revenue over time. Action has increased the most of all genres.

2. How do the attributes differ between Universal Pictures and Paramount Pictures?

Universal has grown more in revenue, popularity and profit. Though Universal seems like it's doing better it's because they have almost 100 more records than Paramount. Second sheet shows how they're doing over time. Both companies have grown fairly well. Paramount has record high revenue and profit in 1997 while Universal did so in 2015. In 2015 Universal is performing better than Paramount. Dashboard Q2, Q2C shows the relationship between Budget and Profit with Revenue for Paramount and Universal...Shows a linear relationship as budget and profit goes up, revenue goes up. Both companies shows a trend of profitability for their records.

3. How have movies based on novels performed relative to movies not based on novels?

Novels generally performed better in terms of revenue and profit compared to non-novel movies. Average revenue for a novel is about 98 million while the rest averages around 50 million. Though the average novel tend to have a higher budget than others (29 mil vs 17 mil). I use average instead of sum to compare due to sample size. The number of novels is 295 compared to 10,571 for the rest. It wouldn't be fair to use SUM to assess how novels perform because it'll make novels look worst due to lower totals.

4. How movies with 3 or less genres performs relative to movies with more?

I chose this question I think it's good to know how vast genre movies perform compared to more niche genre movies. It provides information to the new studio on how they should create their movie and target their market.

Q4A shows the linear relationship for Revenue Adjusted and Budget Adjusted relative to Profit Adjusted. Both groups shows a linear relationship for both. Revenue Adjusted and Profit Adjusted r-squared is a much better fit to explaining this relationship than Budget Adjusted.

Q4B shows how both groups performed in averages of each measurement over time. I used average because of sample size difference between groups. It's interesting to see how over time the number of records for ≤ 3 genre movies has increased over time compared to other group; 555 to 72 in year 2015. The average budget adjusted for 3+ genre movies is generally higher than the other while the profits and revenue remain close. Same with average popularity until post 2012 is when it starts spiking.

Overall I think this data says is that there's more records of ≤ 3 genre movies coming out each year despite it putting up less profit, revenue and popularity relative to other group because of higher average budgets. It's not worth it to spend that kind of money to make a slight marginal increase in profit/revenue.