Data Exploration through Tableau

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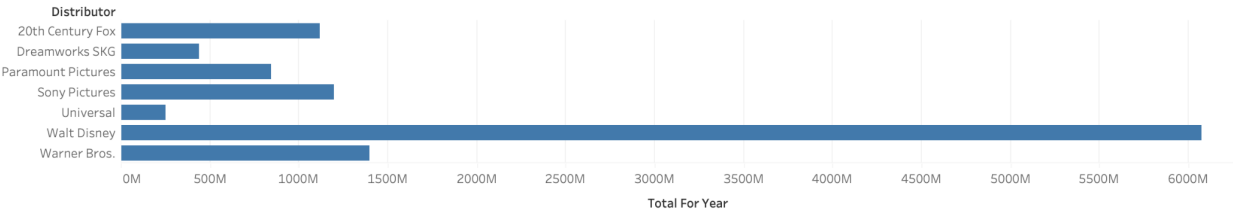
Dataset:
https://www.kaggle.com/johnharshith/hollywood-theatrical-market-synopsis-1995-to-2021?select=HighestGrossers.csv
Before talking about the finding I want to make a note that in this dataset only the most profitable film is provided per each year.
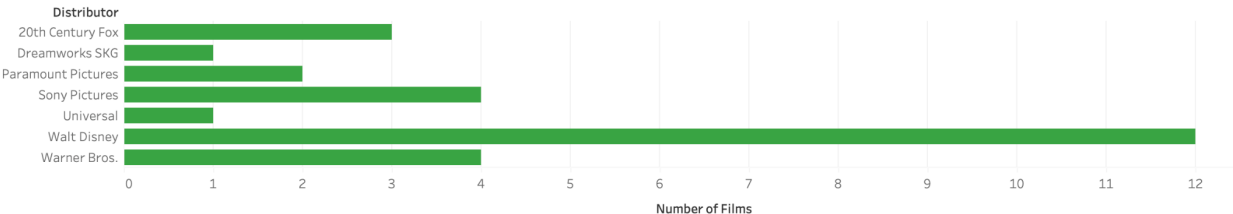1. The most money earned by the distributor of the best films of the year in the period of 1995 - 2021. Here we can see that the Walt Disney company has earned the most amount of money in the period of 27 years. Even though we have a clear leader here we cannot be sure that this distributor has got the biggest number of most profitable films for this period.

Gross money earned by each Distributor for the best film of the year in the period of 1995 - 2021.

2. I've created a new column that counts how many films each distributor has got in the period or 27 years. Here we can see that the leader is the Walt Disney company which had 12 most profitable films for 27 years.
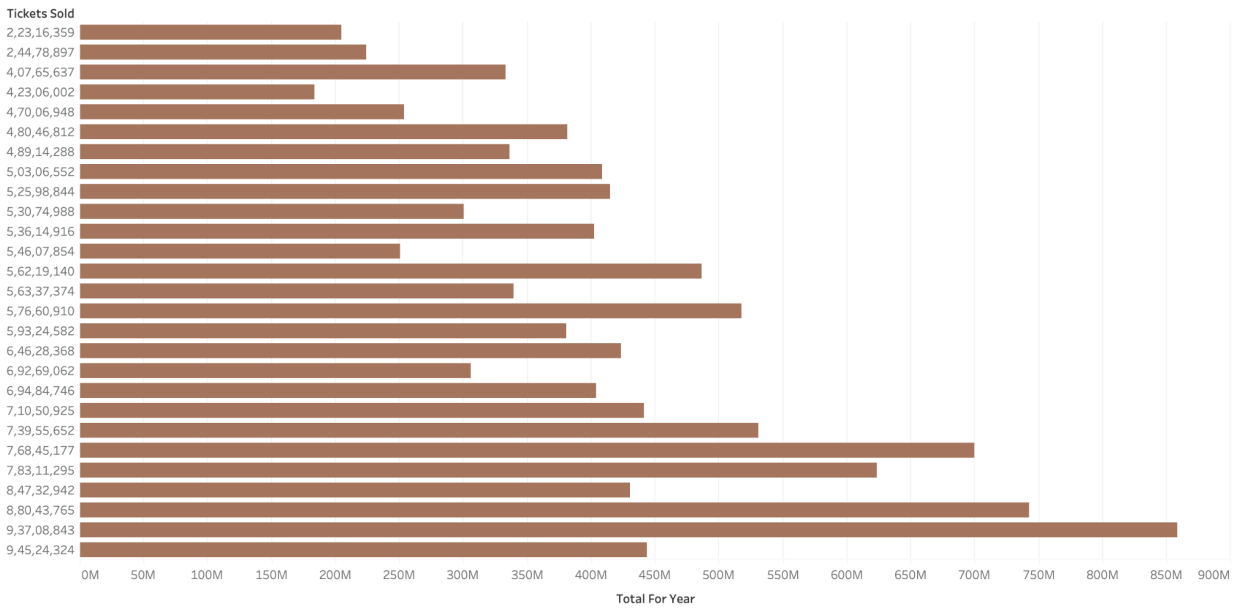
Films per Distributor

3. The next thing I found interesting is that there is a difference in money earned based on the amount of tickets sold. I would expect that there will be a linear relation but it is not always the case. For some films the amount of tickets sold may be the same but the profit could be twice
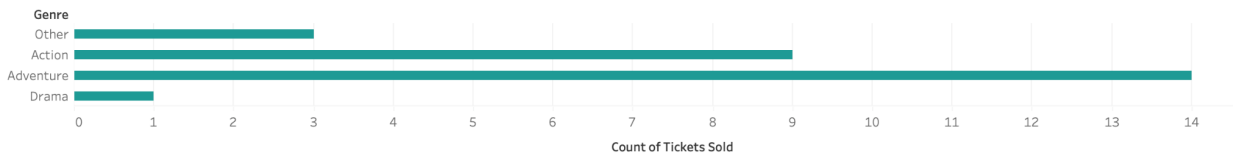
bigger: a good example is the last 2 bars in the chart below.

Profit by Amount of Tickets Sold

Tickets Sold

Tickets Sold
2,23,16,359
2,44,78,897
4,07,65,637
4,23,06,002
4,70,06,948
4,80,46,812
4,89,14,288
5,03,06,552
5,25,98,844
5,30,74,988
5,36,14,916
5,46,07,854
5,62,19,140
5,63,37,374
5,76,60,910
5,93,24,582
6,46,28,368
6,92,69,062
6,94,84,746
7,10,50,925
7,39,55,652
7,68,45,177
7,83,11,295
8,47,32,942
8,80,43,765
9,37,08,843
9,45,24,324

Total For Year

4. The next thing I found out was that the most tickets were sold on the adventure films during 27 years.

Tickets per Genre

Genre

Other
Action
Adventure
Drama

Count of Tickets Sold

5. The most visited films had MPAA Rating - PG-13

Tickets to Films with MPAA Rating

Mpaa Rating