

# ISYS 284 Analysis1 Queries Assignment

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## Description

Universal Pictures is one of Hollywood's "big six" movie studios, and they are considering making a blockbuster movie for the 2022 summer season. Universal's Marketing department has hired you to identify celebrities they should hire for the proposed movie.

The movie studio has provided you with the following data regarding the celebrities: how much salary would each celebrity demand for the movie, their TV/Radio rankings, their press rankings, their marketability rankings and their social ranking. All rankings range between 1 (highest ranked) and 100 (lowest ranked). Universal's aim is to be able to hire celebrities with higher rankings but spend less on salaries (i.e., lower salaries).

The data is given to you in 3 separate Excel worksheets (*Celebrities Data1*, *Celebrities Data2*, *Salary Data*). Your task is to use Power BI to (1) ingest the worksheets and (2) combine the resulting queries into a single query suitable for answering the questions below.

## Questions

Answer each of the following questions using a Power BI query approach. Name each of your solution queries as – Q1a, Q1b, Q2, Q3a, Q3b, Q4, Q5 and Q6 respectively. Before submitting your Power BI file, "apply" your queries and exit the Power BI application. **No visualizations are required for this assignment.**

- Q1. **a)** Which male celebrity has the highest requested salary? **b)** Which female celebrity has the highest requested salary? Both queries Q1a and Q1b should result in a single row showing the male/female celebrity with the highest salary (10pts)
- Q2. Calculate a new measure for each celebrity called *overall popularity ranking*. The *overall popularity ranking* measure is the result of combining each of the four ranking measures weighted as follows:

Rank Measure	Weight
TV/Radio Rank	40%
Press Rank	20%
Marketability Rank	30%
Social Rank	10%

Based on *overall popularity ranking*, which celebrity is most popular? Remember, a rank of 1 is the highest ranking indicating the most popular while 100 is the lowest ranking indicating the least popular. Your query should result in a single row showing the celebrity that is most popular based on the *overall popularity ranking* measure. (10pts)

- Q3. **a)** What is the overall average requested celebrity salary? **b)** How many celebrities ask for an above average salary? Both queries Q3a and Q3b should result in a single number answer. (10pts)
- Q4. What is the average requested salary by male celebrities? How many male celebrities ask for a below average salary? Both queries Q4a and Q4b should result in a single number answer. (10pts)
- Q5. Is there a difference between the average marketability rank across different category level celebrities (i.e. A-level, B-level, C-level)? Your result should show average marketability rank by category level. (10pts)
- Q6. Is there a difference in average salary between male and female celebrities? Your query should show average celebrity salary by gender. (10pts)

## Assignment Deliverable

Upload your completed Power BI file (*LastNameFirstInitial.pbix*) containing your applied queries.