

Seattle Public Library: Charlie and the Chocolate Factory

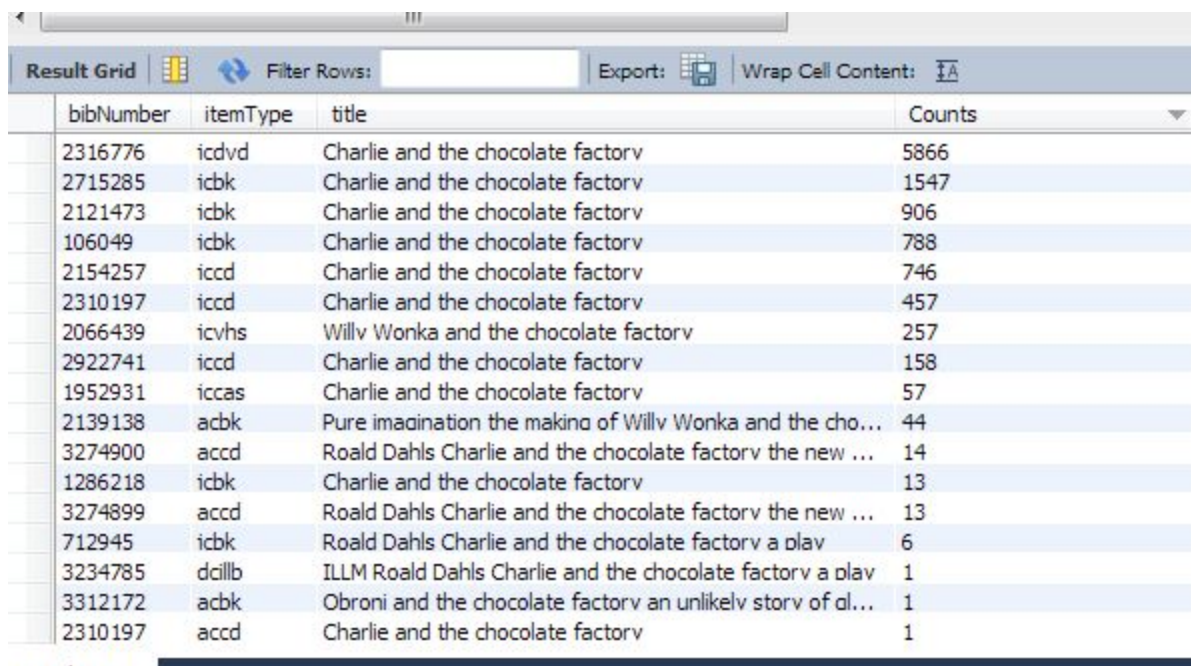
This report shows the popularity of Roald Dahl's book *Charlie and the Chocolate Factory* with its movie adaptations. Analyzing the number of copies, checkout times, and popularity may show the significance the book or film has on the public.

There are two names to look up that relate to this topic: *Charlie and the Chocolate Factory* and *Willy Wonka & the Chocolate Factory*. *Charlie and the Chocolate Factory* by Roald Dahl is a children's novel that was published in 1964. Later, a movie of the same name was released in 2005, starring Johnny Depp as Willy Wonka. However, the first movie that was based off the book was released in 1971 under a different name, *Willy Wonka and the Chocolate Factory*.

Because the titles have the same phrase at the end, part of the string "and the Chocolate Factory" would be looked up. The fault in this is that it may generate some information that may be presented in different mediums or have no relation to the Dahl's story at all.

```
SELECT
    bibNumber, itemType, title, COUNT(bibNumber) AS Counts
FROM
    spl_2016.inraw
WHERE
    title LIKE '%and the chocolate factory%'
GROUP BY bibNumber , itemType , title
ORDER BY Counts DESC
```

After running the following code above, a table of information is generated.



bibNumber	itemType	title	Counts
2316776	icdvd	Charlie and the chocolate factory	5866
2715285	icbk	Charlie and the chocolate factory	1547
2121473	icbk	Charlie and the chocolate factory	906
106049	icbk	Charlie and the chocolate factory	788
2154257	iccd	Charlie and the chocolate factory	746
2310197	iccd	Charlie and the chocolate factory	457
2066439	icvhs	Willy Wonka and the chocolate factory	257
2922741	iccd	Charlie and the chocolate factory	158
1952931	iccas	Charlie and the chocolate factory	57
2139138	acbk	Pure imagination the making of Willy Wonka and the cho...	44
3274900	accd	Roald Dahls Charlie and the chocolate factory the new ...	14
1286218	icbk	Charlie and the chocolate factory	13
3274899	accd	Roald Dahls Charlie and the chocolate factory the new ...	13
712945	icbk	Roald Dahls Charlie and the chocolate factory a play	6
3234785	dcllb	ILLM Roald Dahls Charlie and the chocolate factory a play	1
3312172	acbk	Obroni and the chocolate factory an unlikely story of cl...	1
2310197	accd	Charlie and the chocolate factory	1

Interestingly, I could not find any info on the following itemtypes: icdvd, icbk, iccd, icvhs, iccas. However I can make an educated guess of what kinds of medium they are: DVD, book, CD, VHS, and audio tape, respectively. As expected, there are some listings that I am not looking for such as a book on the making of *Willy Wonka and the Chocolate Factory* or a CD that has all the singles of the London musical.

I decided to narrow my search to have titles that either have exactly *Charlie and the Chocolate Factory* or *Willy Wonka and the Chocolate Factory*.

```
SELECT
    bibNumber, itemType, title, COUNT(bibNumber) AS Counts
FROM
    spl_2016.inraw
WHERE
    title = 'Charlie and the Chocolate Factory' or
    title = 'Willy Wonka and the Chocolate Factory'
GROUP BY bibNumber , itemType, title
ORDER BY Counts DESC
```

As a result I get the following table:

bibNumber	itemType	title	Counts
2316776	icdvd	Charlie and the chocolate factory	5866
2715285	icbk	Charlie and the chocolate factory	1547
2121473	icbk	Charlie and the chocolate factory	906
106049	icbk	Charlie and the chocolate factory	788
2154257	iccd	Charlie and the chocolate factory	746
2310197	iccd	Charlie and the chocolate factory	457
2066439	icvhs	Willy Wonka and the chocolate factory	257
2922741	iccd	Charlie and the chocolate factory	158
1952931	iccas	Charlie and the chocolate factory	57
1286218	icbk	Charlie and the chocolate factory	13

The title that got checked out the most was the DVD version of the newest movie. Even though the second movie came out 34 years later than the first movie, there is a significant margin between how many times each one got checked out. There are many factors that play into this such as the number of copies each bibliographic record has, the relevance of medium, and popularity in mainstream culture.

By looking up a certain itemType, we are able to determine the number of copies each medium has and find how many checkouts there are. The following table shows the number of copies each medium has, the number of times it has been checked out, and the average number of times each copy has been checked out.

	Books	DVDs	CDs/Audio	VHS
Total Number of Checkouts	3254	5866	1361	257
Number of Copies	128	173	34	1
Average Checkouts per Copy	25.4	33.9	40.0	257

There is new information that may explain why there are lower checkout numbers in the VHS than the DVD. Because there is only one VHS copy, it is harder for the public to check it out as some people may extend their checkout time. In addition, there is a large number of DVDs of the newer movie, allowing easier access to those copies. It is interesting to notice that there are more checkouts per copy for CD audio recordings than there are of the books themselves. This may be due to the fact that teachers may use the audio to teach children how to read and follow along with a voice.

I want to go further into how different the movies are from each other and find the number of holds each one has. Because I can not access the number of holds each one has through the file, I went onto the [library website](#) and looked for the titles manually. I found two interesting points. The first is that all of the CDs/audiobooks were checked out and had holds on them. Another is that I cannot find the VHS item on the website, possibly due to new regulations of older mediums.

The latest checkout of the VHS movie can be found using the following code:

```

SELECT
    bibNumber, cout, itemType, title
FROM
    spl_2016.inraw
WHERE
    (title = 'Charlie and the Chocolate Factory'
     OR title = 'Willy Wonka and the Chocolate Factory')
     AND (itemType LIKE '%vhs%')
GROUP BY bibNumber , cout , itemType , title
ORDER BY cout DESC

```

cout	itemTy	title
2010-11-28 15:04:00	icvhs	Willv Wonka and the chocolate factoryv
2010-11-13 11:10:00	icvhs	Willv Wonka and the chocolate factoryv
2010-07-24 16:40:00	icvhs	Willv Wonka and the chocolate factoryv
2010-06-27 16:34:00	icvhs	Willv Wonka and the chocolate factoryv
2010-06-01 18:04:00	icvhs	Willv Wonka and the chocolate factoryv

With this information, I hope to visualize the popularity of each medium, analyzing each year starting from when they were first checked out of the Seattle Public Library according to the *spl_2016.raw* file. By doing so, we can see if there is a trend due to the new release of the recent film and if there are any drops in popularity of the older movie.

[illegible]

Appendix 1

```
SELECT
  itemType,
  title,
  COUNT(bibNumber) AS Counts,
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 1) THEN 1
    ELSE 0
  END) AS '2006-1',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 2) THEN 1
    ELSE 0
  END) AS '2006-2',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 3) THEN 1
    ELSE 0
  END) AS '2006-3',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 4) THEN 1
    ELSE 0
  END) AS '2006-4',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 5) THEN 1
    ELSE 0
  END) AS '2006-5',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 6) THEN 1
    ELSE 0
  END) AS '2006-6',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 7) THEN 1
    ELSE 0
  END) AS '2006-7',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 8) THEN 1
    ELSE 0
  END) AS '2006-8',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 9) THEN 1
    ELSE 0
  END) AS '2006-9',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 10) THEN 1
    ELSE 0
  END) AS '2006-10',
  SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 11) THEN 1
```

```

ELSE 0
END) AS '2006-11',
SUM(CASE
    WHEN (YEAR(cout) = 2006 AND MONTH(cout) = 12) THEN 1
    ELSE 0
END) AS '2006-12',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 1) THEN 1
    ELSE 0
END) AS '2007-1',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2007-2',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2007-3',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2007-4',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2007-5',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2007-6',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2007-7',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2007-8',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2007-9',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2007-10',
SUM(CASE
    WHEN (YEAR(cout) = 2007 AND MONTH(cout) = 11) THEN 1

```

```

ELSE 0
END) AS '2007-11',
SUM(CASE
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    ELSE 0
END) AS '2007-12',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 1) THEN 1
    ELSE 0
END) AS '2008-1',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2008-2',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2008-3',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2008-4',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2008-5',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2008-6',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2008-7',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2008-8',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2008-9',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2008-10',
SUM(CASE
    WHEN (YEAR(cout) = 2008 AND MONTH(cout) = 11) THEN 1

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ELSE 0
END) AS '2008-11',
SUM(CASE
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END) AS '2009-1',
SUM(CASE
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    ELSE 0
END) AS '2009-2',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2009-3',
SUM(CASE
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    ELSE 0
END) AS '2009-4',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2009-5',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2009-6',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2009-7',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2009-8',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2009-9',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2009-10',
SUM(CASE
    WHEN (YEAR(cout) = 2009 AND MONTH(cout) = 11) THEN 1

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ELSE 0
END) AS '2009-11',
SUM(CASE
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    ELSE 0
END) AS '2009-12',
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END) AS '2010-1',
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END) AS '2010-2',
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    ELSE 0
END) AS '2010-5',
SUM(CASE
    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 6) THEN 1
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    WHEN (YEAR(cout) = 2010 AND MONTH(cout) = 7) THEN 1
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END) AS '2010-9',
SUM(CASE
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ELSE 0
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END) AS '2011-2',
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END) AS '2011-6',
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END) AS '2011-7',
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END) AS '2011-9',
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ELSE 0
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```



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ELSE 0
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END) AS '2014-9',
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END) AS '2014-10',
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ELSE 0
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END) AS '2014-12',
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END) AS '2015-2',
SUM(CASE
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END) AS '2015-3',
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END) AS '2015-4',
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END) AS '2015-5',
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END) AS '2015-6',
SUM(CASE
    WHEN (YEAR(cout) = 2015 AND MONTH(cout) = 7) THEN 1
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END) AS '2015-7',
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END) AS '2015-8',
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    ELSE 0
END) AS '2015-9',
SUM(CASE
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```

```

ELSE 0
END) AS '2015-11',
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    ELSE 0
END) AS '2016-2',
SUM(CASE
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END) AS '2016-3',
SUM(CASE
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    ELSE 0
END) AS '2016-4',
SUM(CASE
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END) AS '2016-5',
SUM(CASE
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    ELSE 0
END) AS '2016-6',
SUM(CASE
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    ELSE 0
END) AS '2016-7',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2016-8',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2016-9',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2016-10',
SUM(CASE
    WHEN (YEAR(cout) = 2016 AND MONTH(cout) = 11) THEN 1

```

```

ELSE 0
END) AS '2016-11',
SUM(CASE
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    ELSE 0
END) AS '2016-12',
SUM(CASE
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END) AS '2017-1',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 2) THEN 1
    ELSE 0
END) AS '2017-2',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 3) THEN 1
    ELSE 0
END) AS '2017-3',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 4) THEN 1
    ELSE 0
END) AS '2017-4',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 5) THEN 1
    ELSE 0
END) AS '2017-5',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 6) THEN 1
    ELSE 0
END) AS '2017-6',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 7) THEN 1
    ELSE 0
END) AS '2017-7',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 8) THEN 1
    ELSE 0
END) AS '2017-8',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 9) THEN 1
    ELSE 0
END) AS '2017-9',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 10) THEN 1
    ELSE 0
END) AS '2017-10',
SUM(CASE
    WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 11) THEN 1

```

```
        ELSE 0
    END) AS '2017-11',
    SUM(CASE
        WHEN (YEAR(cout) = 2017 AND MONTH(cout) = 12) THEN 1
        ELSE 0
    END) AS '2017-12'
FROM
    spl_2016.inraw
WHERE
    (title = 'Charlie and the Chocolate Factory'
    OR title = 'Willy Wonka and the Chocolate Factory')
    AND (itemType LIKE '%dvd%' or itemType LIKE '%cbk' or itemType LIKE '%vhs%' or itemType
    LIKE '%ccd%')
GROUP BY itemType , title
ORDER BY Counts DESC
```