Rotten Tomatoes Movies Analysis

Problem & background

While information on films may be found on many well-known websites, Rotten Tomatoes is the best source for critic reviews. This website enables users to compare the ratings offered by frequent users (audience score) and the scores provided by critics (Tomato-meter) who are officially accredited members of various literary guilds or film critic groups.

Solution & Outcomes

- Movies are released based on one of **6** rating categories: **R, NR, PG-13, PG, G, and NC17**. The movie's **primary genre** is **comedy,** followed by **drama**, **action & adventure**, and so forth.
  - **R**: -Restricted – Under 17 requires accompanying parent or adult guardian.
  - **NR: -** If a film has not been submitted for a rating or is an uncut version of a film that was submitted, the labels Not Rated (NR) or Unrated (UR) are often used.
  - **PG13: -** Parents strongly cautioned under age 13
  - **PG: -** Parental guidance suggested
  - **G: -** General audiences-All ages admitted
  - **NC17: -** No children under 17 admitted.

- **17.77%** of Movies received **Certified Fresh**, **38.75%** received **Fresh** and **43.47%** received **Rotten Ratings.**
- **1319** Movies released per **month** every year.
- Comparison is provided between **Studio and Tomato-meter Average Rating**. **IFC Films** has produce highest Rated Films and Movie Count is **398** and lowest rated Studio are **many** which contains **0** Rating from Tomato-meter**.**
- Comparison has provided between **audience rating** and **Rotten Tomato-meter Rating**. The **Movie 96 Souls** has the highest **discrepancies** between **audiences and critics.**
- **76.10% of critics'** overall assessments are **positive, 14.26%** are **neutral**, and **9.64%** are **negative.**

Methodology & Project scope

- This project's main goal is to make the calculation and understanding of the results simpler. Data from different tables must be combined into one Excel spreadsheet and formatted appropriately.
- The dataset will next be analysed for flow patterns, correlations between variables, and further insights. In order to simplify additional data analysis, we will create new Excel worksheets within the same file utilising pivot tables and a variety of Excel functions.
- We will use pivot charts to produce an easily understood visual representation of the advised analysis. These graphs will provide information about Movies.
- In the end, we'll produce a dashboard that provides all the suggested analysis in a simple to understand manner. The dashboard will give users a thorough overview of the data and allow them to base their judgements on the analysis's key findings.

Goals & KPIs

- What does the distribution of films look like by rating? My primary genre? (Hint: use the first genre listed)
- What % of films received a Certified Fresh Tomato-meter rating? What about Rotten?
- Explore new film releases over time. How has the volume of releases by month trended over time? What year/month were the newest films released?
- Compare average Tomato-meter ratings by Studio. Which studios produce the highest-rated films, on average? The lowest??
- Compare the Tomato-meter ratings against audience ratings. Which films showed the largest discrepancies between audiences and critics??
- Explore the critic's consensus rating: what language is used most often?

Concepts Used & Formula's

- A pivot table is used to quickly summaries and interact with data.
- A bar graph is used to display findings
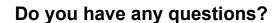- Count, Average, Pivot table, VLOOKUP, Max, Min, filter etc.

Conclusion

Excel was utilised in the study to find patterns and trends in the data, including the comedy genre's highest rating count and differences between Tomato-meter and audience ratings for select films. The data also revealed the studios with the lowest and greatest ratings, providing studios with a benchmark against which to measure their success and raise their ratings. The analysis helps studios improve their performance and have more success in the film industry by offering insightful information about the elements that lead to high Tomato-meter scores for films with a "R" classification.

Project owner

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Do you have any questions?

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