Rotten Tomatoes Movies Analysis

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01 Introduction

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.

02 Objectives-KPI

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➢ **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?**
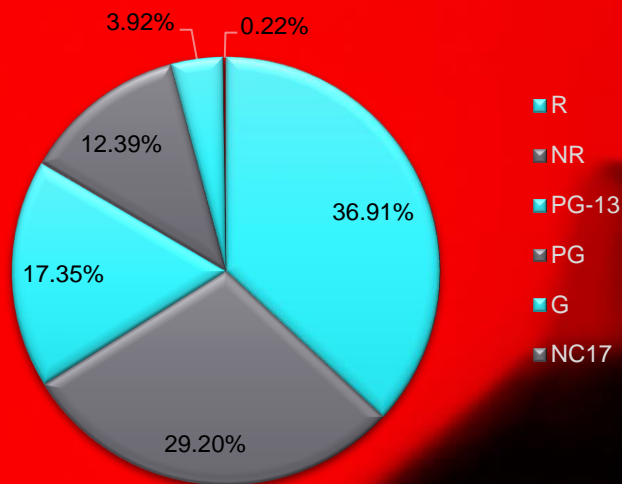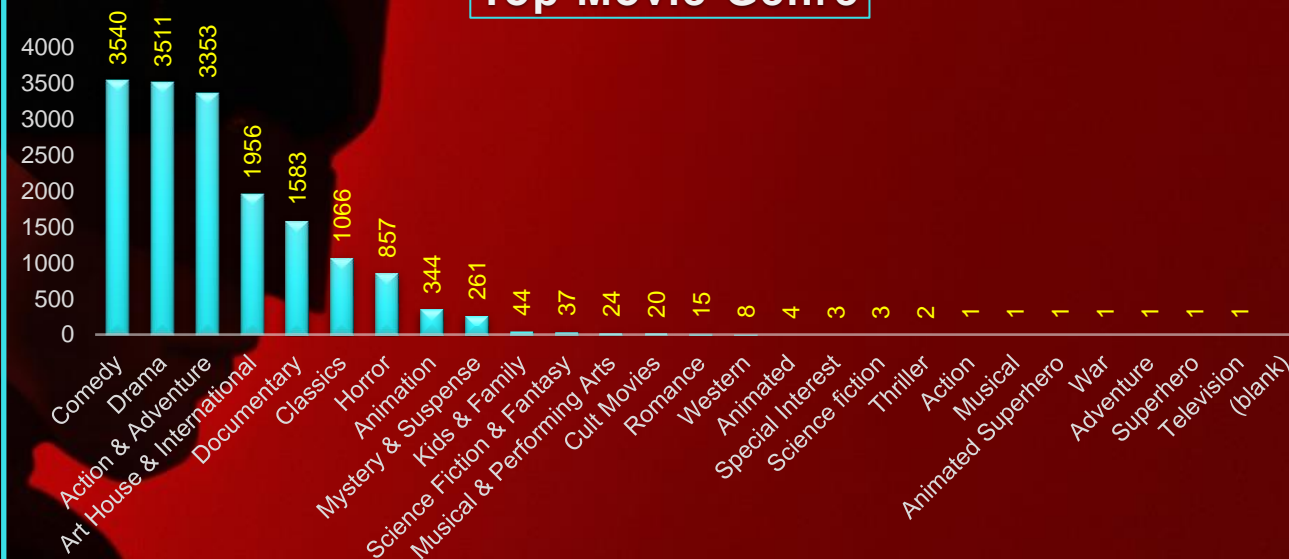
Rotten Tomatoes ®

➤ **What does the distribution of films look like by rating? My primary genre? (Hint: use the first genre listed)**

Distribution of films by Ratings

3.92% 0.22%

12.39%

17.35%

36.91%

29.20%

Legend:
- R
- NR
- PG-13
- PG
- G
- NC17

Top Movie Genre

Genre	Count
Comedy	3540
Drama	3511
Action & Adventure	3353
Art House & International	1956
Documentary	1583
Classics	1066
Horror	857
Animation	344
Mystery & Suspense	261
Kids & Family	44
Science Fiction & Fantasy	37
Musical & Performing Arts	24
Cult Movies	20
Romance	15
Western	8
Animated	4
Special Interest	3
Science fiction	3
Thriller	2
Action	1
Musical	1
Animated Superhero	1
War	1
Adventure	1
Superhero	1
Television	1
(blank)	

❑ **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.**

Insights

Rotten Tomatoes

➢ **What % of films received a Certified Fresh Tomato-meter rating? What about Rotten?**

Distribution of Films by Tomatometer Rating

Certified Fresh
18%

Rotten
43%

Fresh
39%

■ Certified Fresh

■ Fresh

■ Rotten

➢ **17.77%** of Movies received **Certified Fresh**, **38.75%** received **Fresh** and **43.47%** received **Rotten Ratings.**

03 Insights

Rotten Tomatoes®

> **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?**

Volume of Movies Released per Month every year

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Total	1759	1009	1285	1288	1161	1428	1062	1331	1422	1559	1202	1317

1319 Movies released per **month** every year.

Insights

Rotten Tomatoes®

➢ **Compare average Tomato-meter ratings by Studio. Which studios produce the highest-rated films, on average? The lowest?**

Studio Rating

| Studio	Tomatometer Avg	Movie Count
20th Century Fox	52.59178744	414
Columbia Pictures	60.7972973	222
IFC Films	63.7638191	398
MGM	58.76335878	262
Paramount Pictures	60.69416499	497
Sony Pictures	49.24043716	183
Sony Pictures Home Entertainment	51.16094987	379
Universal Pictures	57.31130064	469
Warner Bros. Pictures	56.93902439	492
Warner Home Video	52.75208914	359
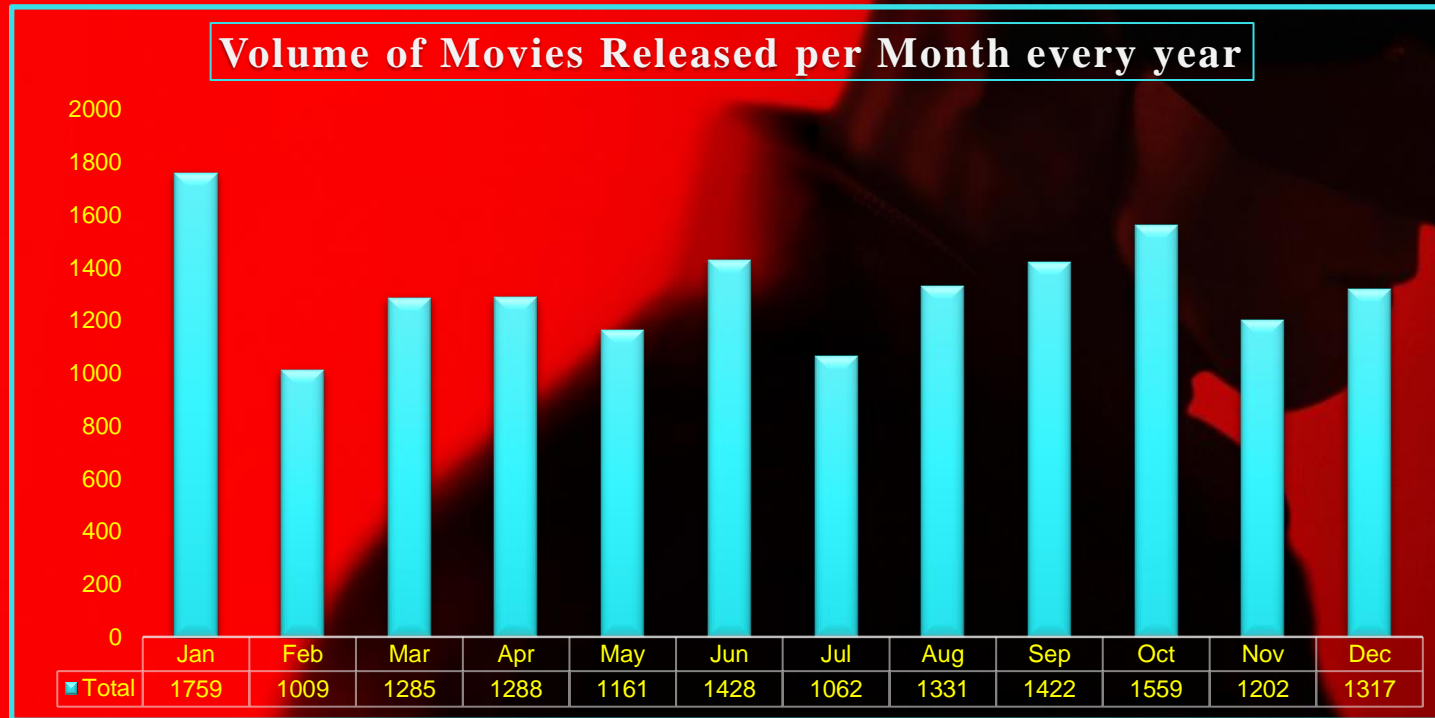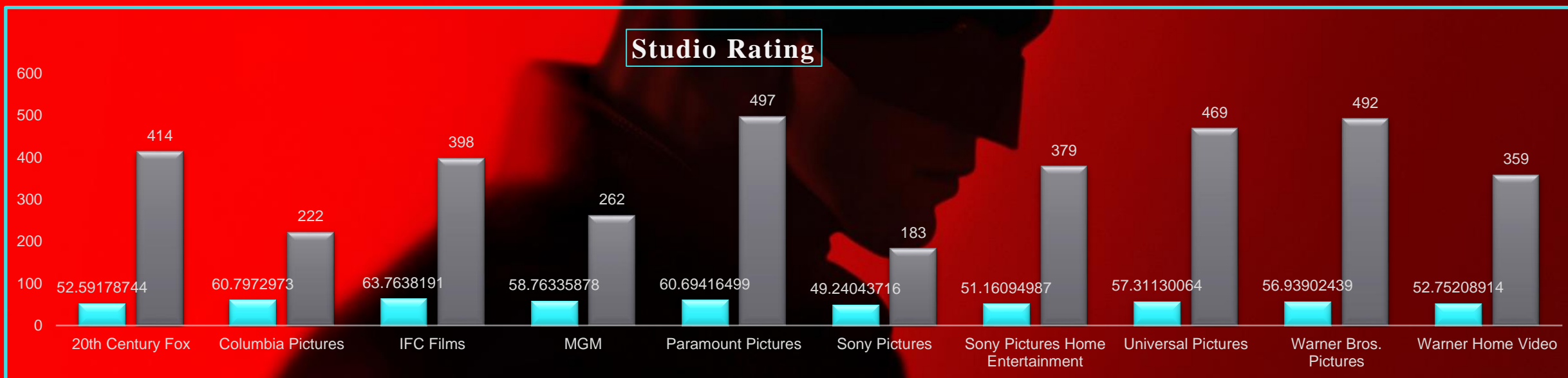
➢ **Comparison is provided between Studio and Tomatomer Average Rating.**

➢ **IFC Flims has produce highest Rated Films and Movie Count is 398 and lowest rated Studio are many which got 0 Rating from Tomatomer Criteria Ratings.**

03 Insights

Rotten Tomatoes®

> **Compare the Tomato-meter ratings against audience ratings. Which films showed the largest discrepancies between audiences and critics**

Tomatometer Rating Vs Audience Rating

Legend: ■ Average of audience_rating ■ Average of tomatometer_rating
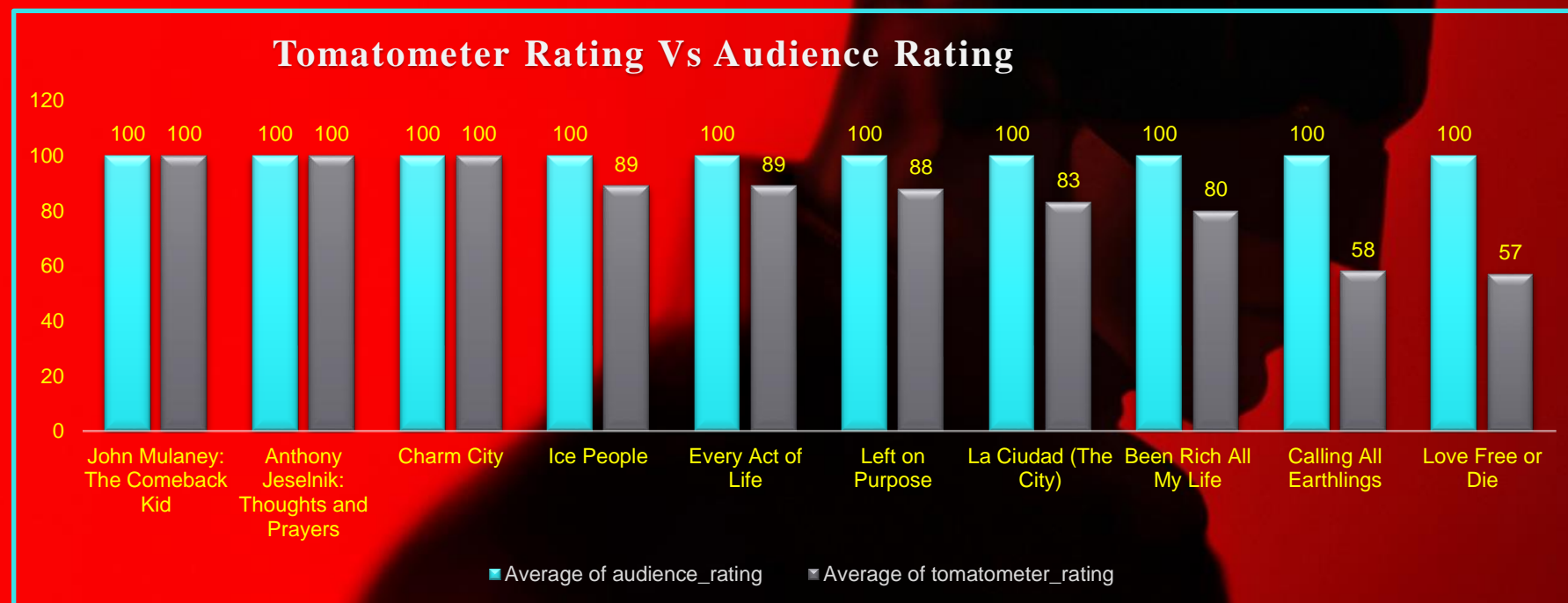
Comparison has provided between audience rating and Rotten Tomato-meter Rating.
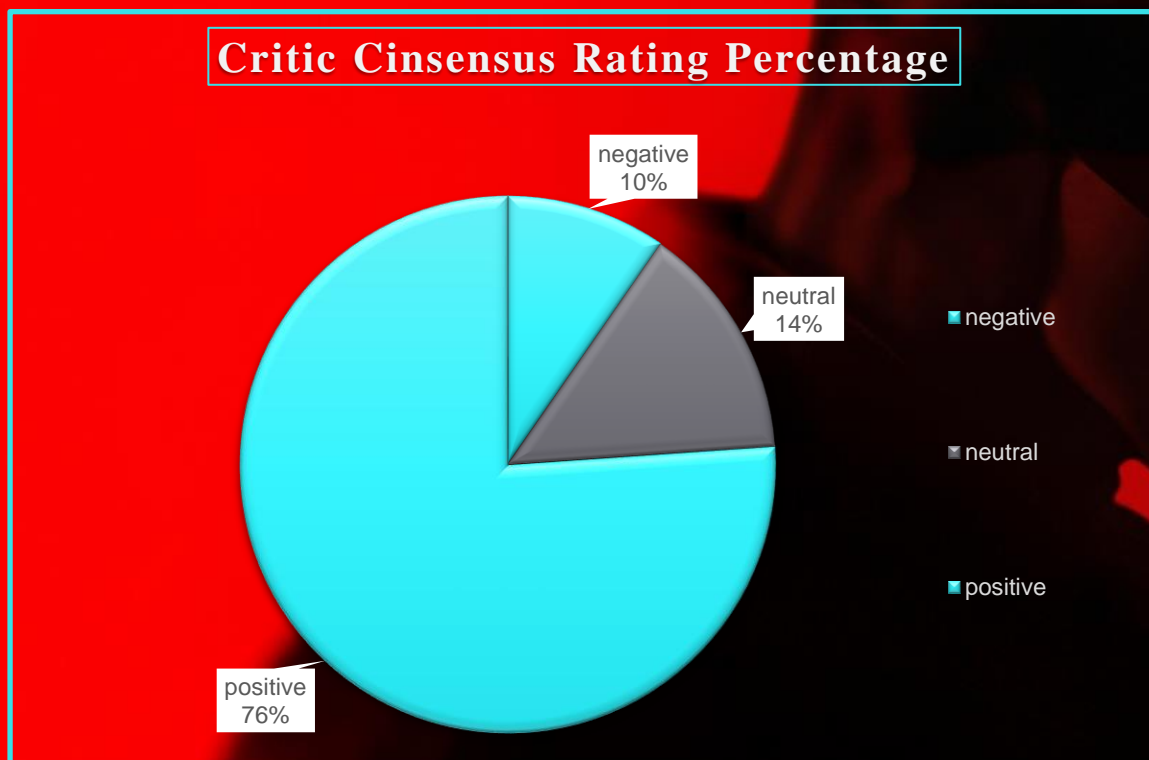The Movie 96 Souls has the highest discrepancies between audiences and critics that is 95

Row Labels	Average of audienc	Average of tomatometer_ratin	Absolute Diff
96 Souls	95	0	95
Is That a Gun in Your Pocket?	92	0	92
Hating Breitbart	92	0	92
The After Party	89	0	89
Outside the Law	0	86	86

Insights

Rotten Tomatoes®

➢ **Explore the critic's consensus rating: what language is used most often?**

Critic Cinsensus Rating Percentage

negative
10%

neutral
14%

positive
76%

- negative
- neutral
- positive

76.10% of critics' overall assessments are positive, 14.26% are neutral, and 9.64% are negative.

04 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.

THANK YOU !

Do you have any questions?

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