

A black and white photograph of a man in a suit and hat, looking down at a small red screen.

PROJECT OWNER - PATEL AATIF

Rotten
Tomatoes®



Content

- 1 Introduction
- 2 Project Scope
- 3 Goals And KPI's
- 4 Recommended Analysis
- 5 Conclusion

INTRODUCTION

BACKGROUND:- The film industry is always changing, with people's tastes and habits shifting all the time.

Knowing what influences movie ratings is really important for everyone involved, like filmmakers, studios, distributors, and streaming services. This analysis aims to uncover the patterns and trends behind movie ratings, helping everyone make better decisions and plans in the industry.





PROBLEM :- The main problem of this analysis is in understanding what factors contribute to movie ratings, including both critics' reviews and audience feedback. By figuring out what influences these ratings, stakeholders in the film industry can adjust their content, marketing tactics, and how they distribute movies to better match what audiences want, ultimately improving the overall movie-watching experience.

PROJECT SCOPE

The project's aim is to grasp the dynamics of movie ratings by integrating both critical and audience feedback via data analysis, encompassing a thorough collection of data on attributes such as critic ratings, audience ratings, genre, and release dates. Through exploratory data analysis, we'll unveil patterns and correlations within the dataset to comprehend the distribution and characteristics of movie ratings. Statistical analysis and modeling will discern the primary factors influencing ratings. Ultimately, the project endeavors to furnish actionable insights to optimize content strategies and marketing campaigns, ensuring ongoing engagement with industry stakeholders to align with business objectives.



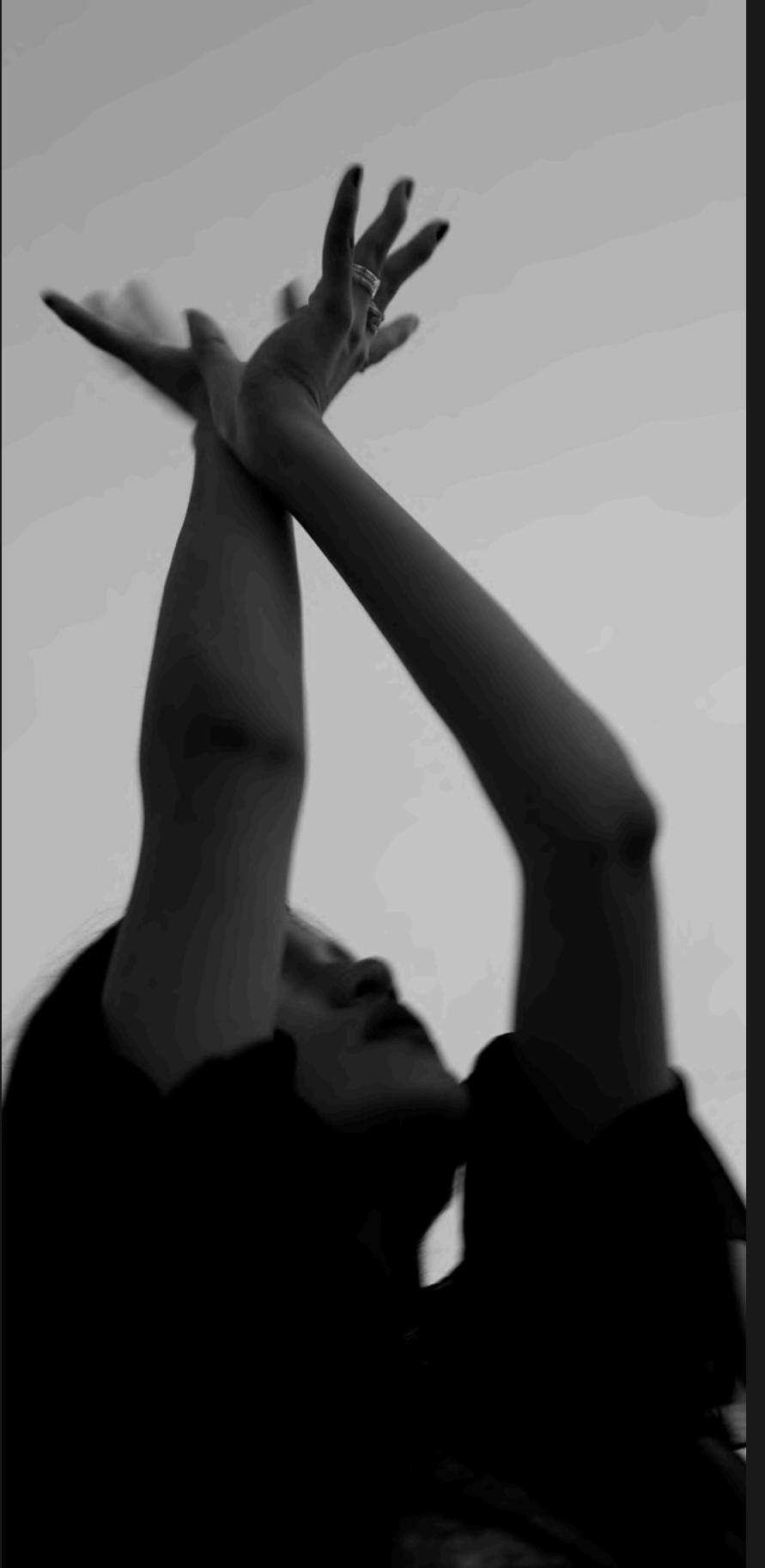


GOALS

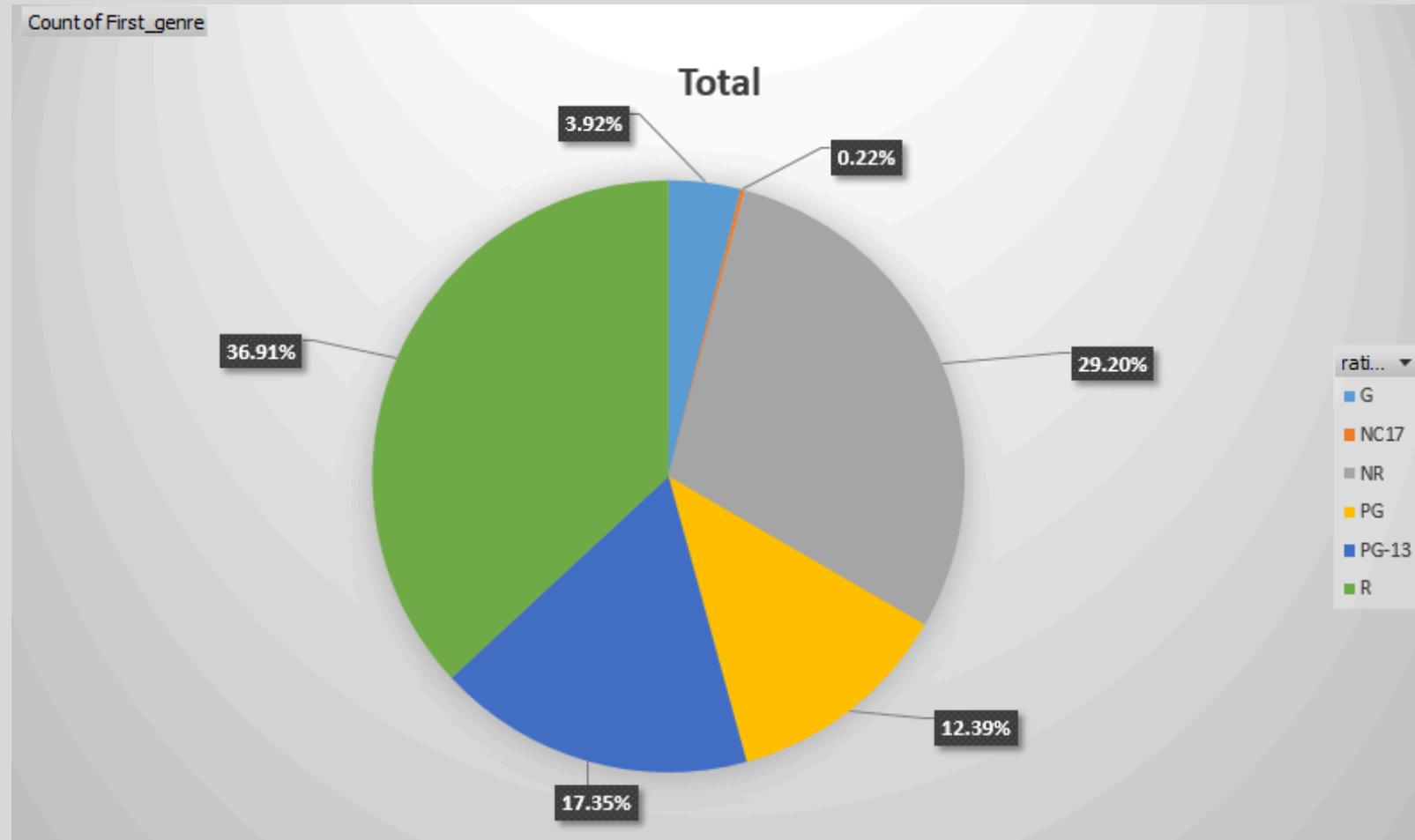
1. Grasp film distribution and trends.
2. Examine patterns of new releases.
3. Contrast studio ratings.
4. Probe critic versus audience perceptions.
5. Delve into consensus language among critics.
6. Offer actionable insights to optimize strategies.

KPI'S

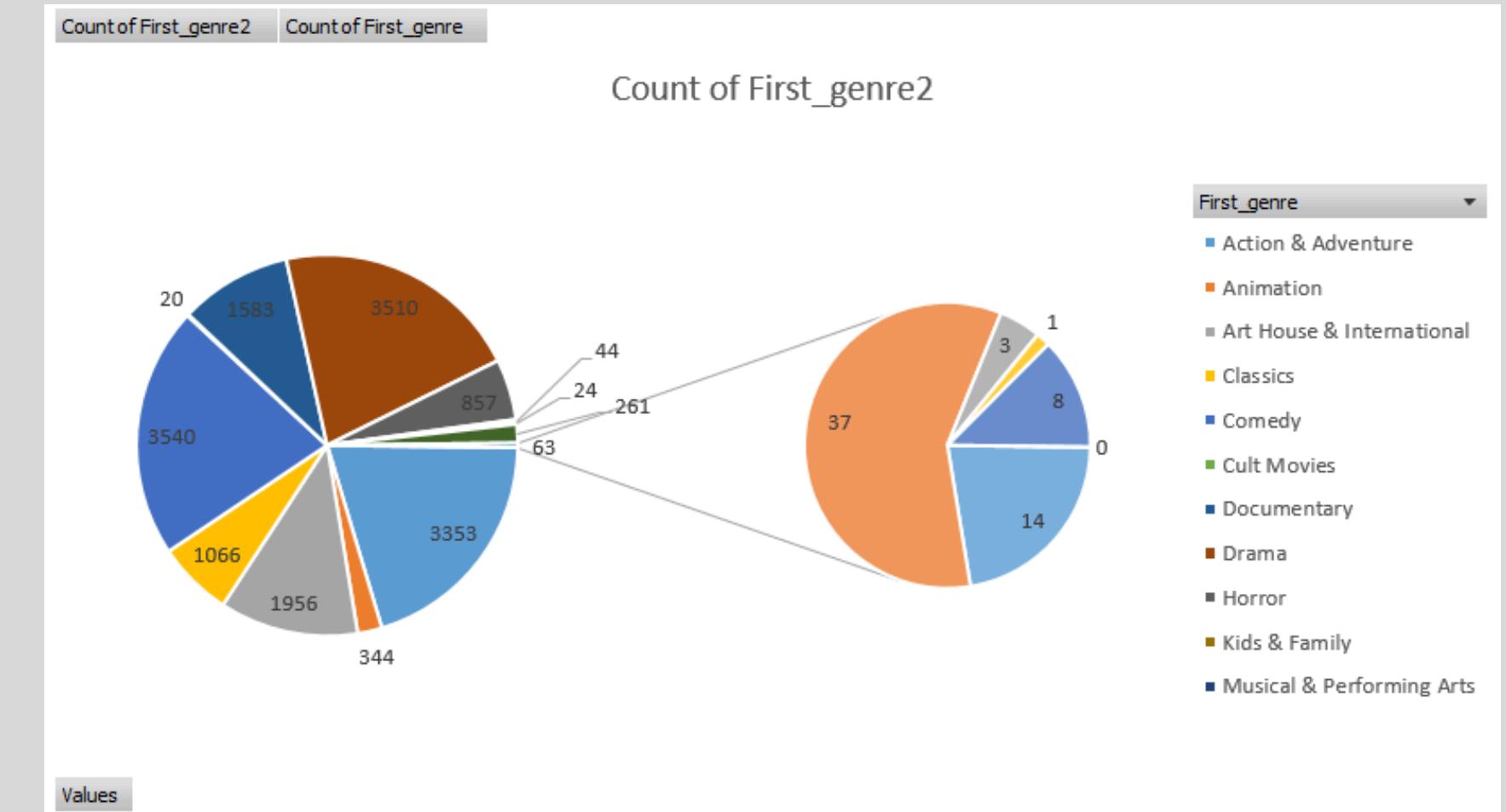
1. Analysis of film distribution.
2. Proportion of Certified Fresh and Rotten ratings.
3. Patterns in release frequency trends.
4. Comparison of studio ratings.
5. Disparities between critic and audience ratings.
6. Frequency of consensus language usage.



WHAT DOES THE DISTRIBUTION OF FILMS LOOK LIKE BY RATING ? MY PRIMARY GENRE ?

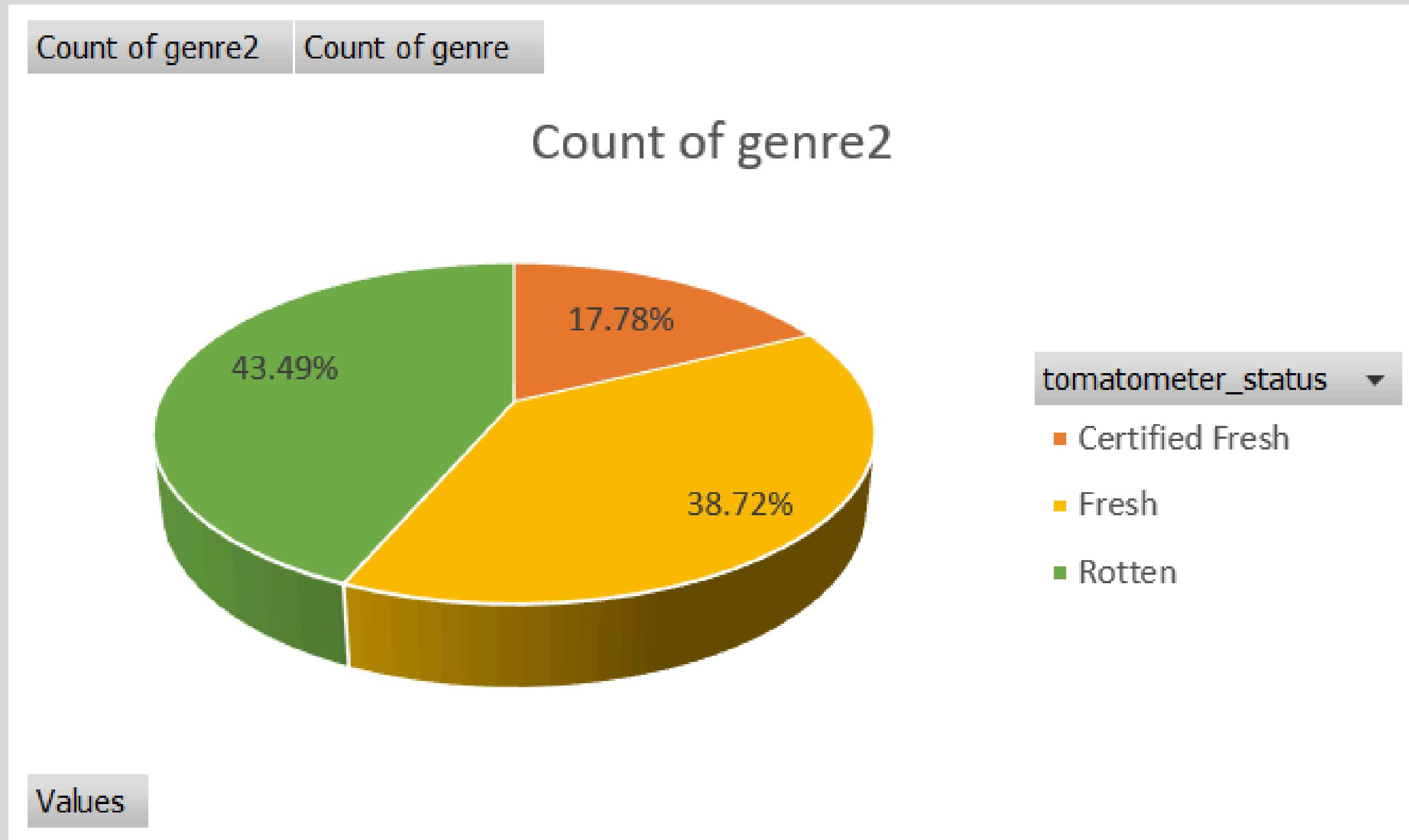


The Majority Of Films Has Got R And NR Rating Which Constitutes More Than 36%



The Most Prevalent Genres Are Comedy , Drama , Action And Adventure.

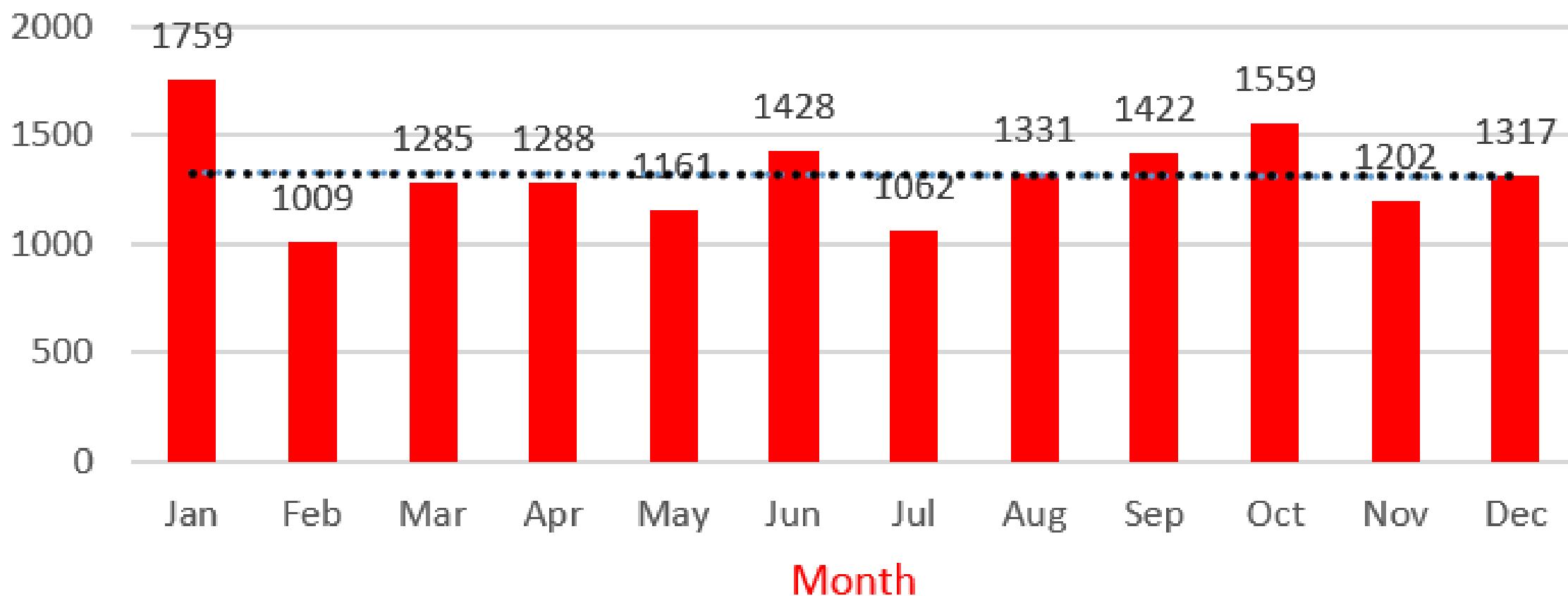
WHAT % OF FILMS RECEIVED A CERTIFIED FRESH TOMATOMETER RATING ? WHAT ABOUT ROTTEN ?



EXPLORE NEW FILM RELEASES OVER TIME. HOW HAS THE VOLUME OF RELEASES BY MONTH TRENDED OVER TIME ?

Count of movie_title

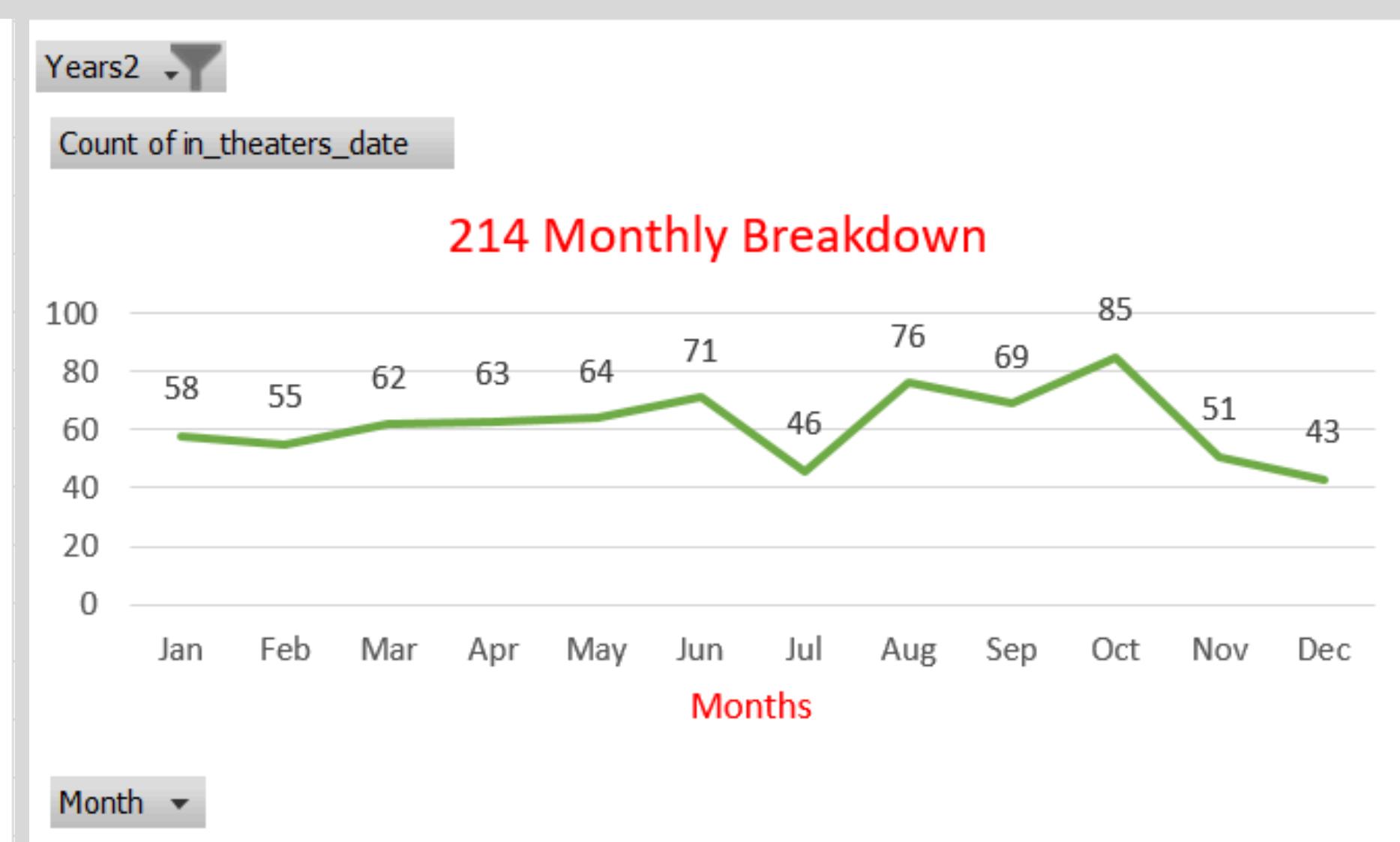
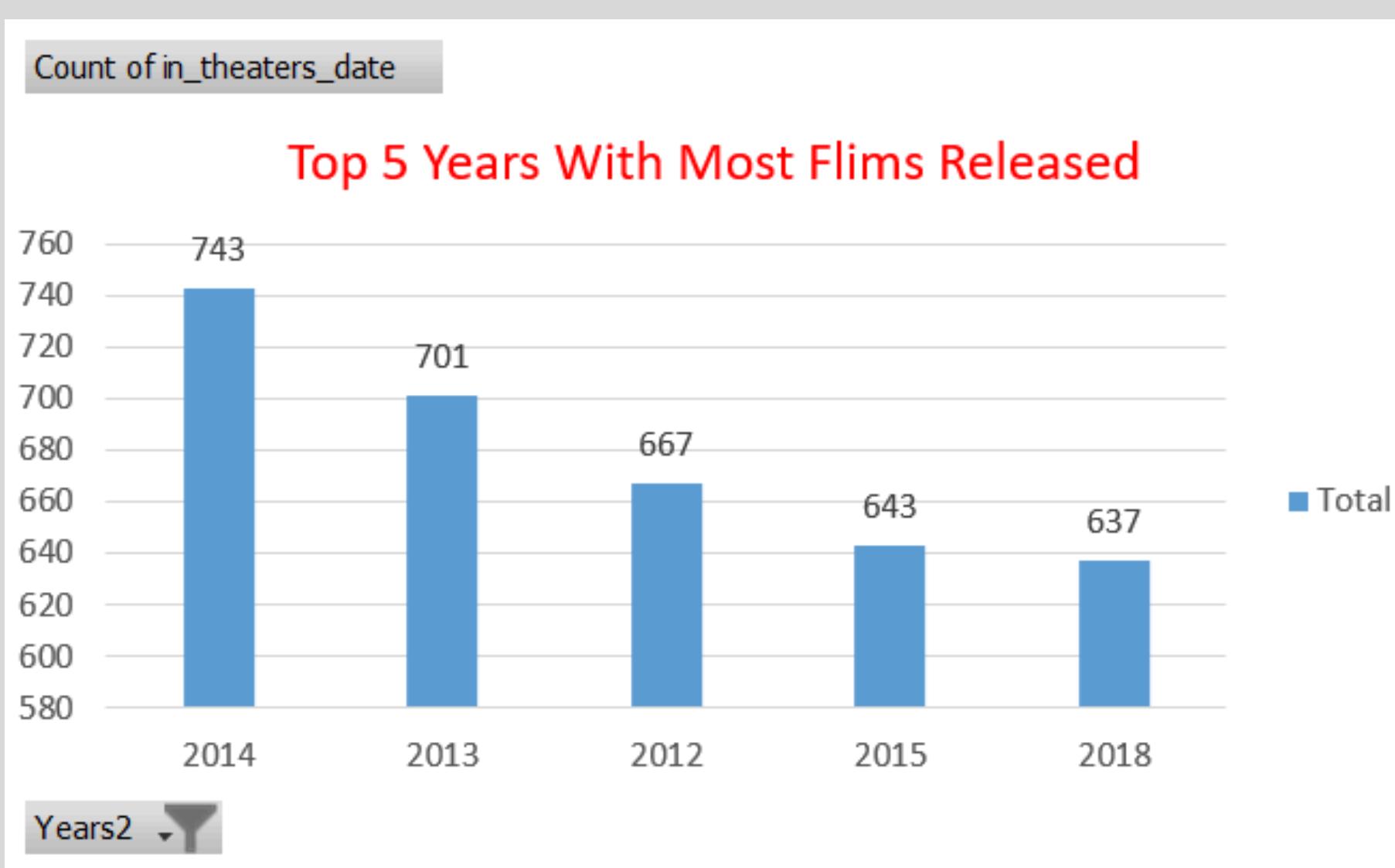
New Flim Release Over time



Month

The Bar Chart Shows New Films Released Monthly From 1914 – 2019 , We Can See That In The Month Of January The Most Number Of Films Are Released.

WHAT YEAR / MONTH WERE THE NEWEST FILMS RELEASED ?

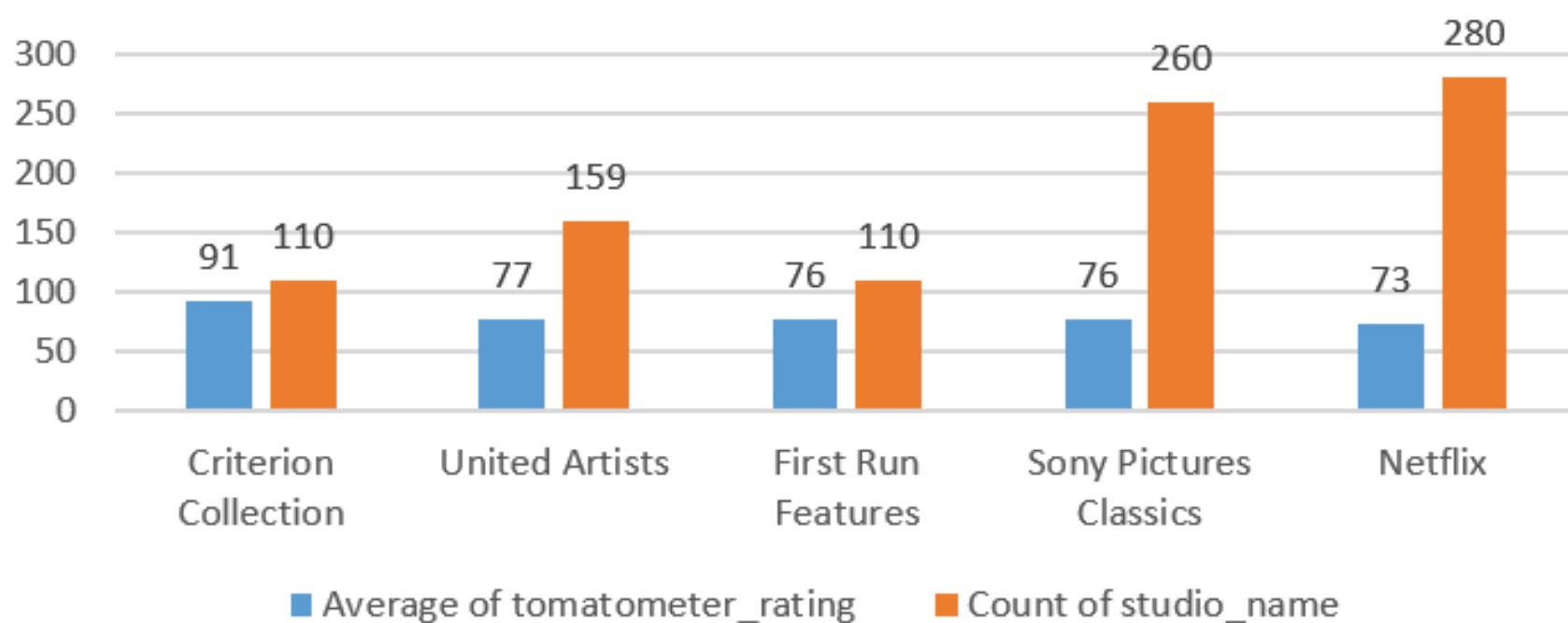


Maximum Number Of Films Were Released
In The Year Of 2014.

In 2014 Maximum Number Of Films
Were Released In The Month Of
October.

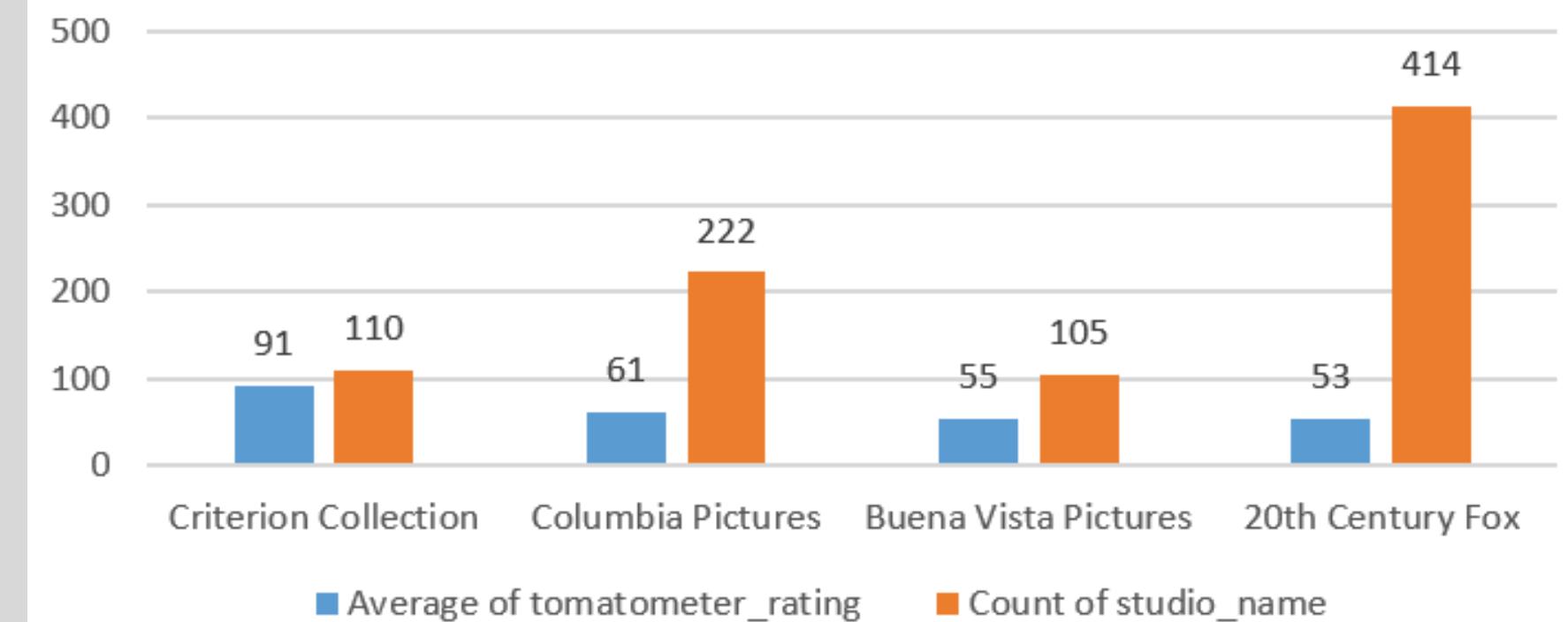
COMPARE AVERAGE TOMATOMETER RATINGS BY STUDIO. WHICH STUDIOS PRODUCE THE HIGHEST-RATED FILMS , ON AVERAGE ? THE LOWEST ?

Top 5 Highest Tomatometer Rated Studios



In Above Chart Top 5 Studios Which Produce The Highest Rated Films On Average Are Shown.

Top Lowest Average Tomatometer Rated Studios



In Above Chart Top 5 Studios Which Produce The Lowest Rated Films On Average Are Shown.

EXPLORATORY DATA ANALYSIS

COMPARE THE TOMATOMETER RATINGS AGAINST AUDIENCE RATINGS. WHICH FILMS SHOWED THE LARGEST DISCREPANCIES BETWEEN AUDIENCES AND CRITICS ? RE THE CRITIC'S CONSENSUS RATING: WHAT LANGUAGE IS USED MOST OFTEN ?

movie_title	tomatometer_rating	audience_rating
96 Souls	0	95
Hating Breitbart	0	92
Is That a Gun in Your Pocket?	0	92
The After Party	0	89
Outside the Law	86	0

Top 5 largest discrepancies between audience



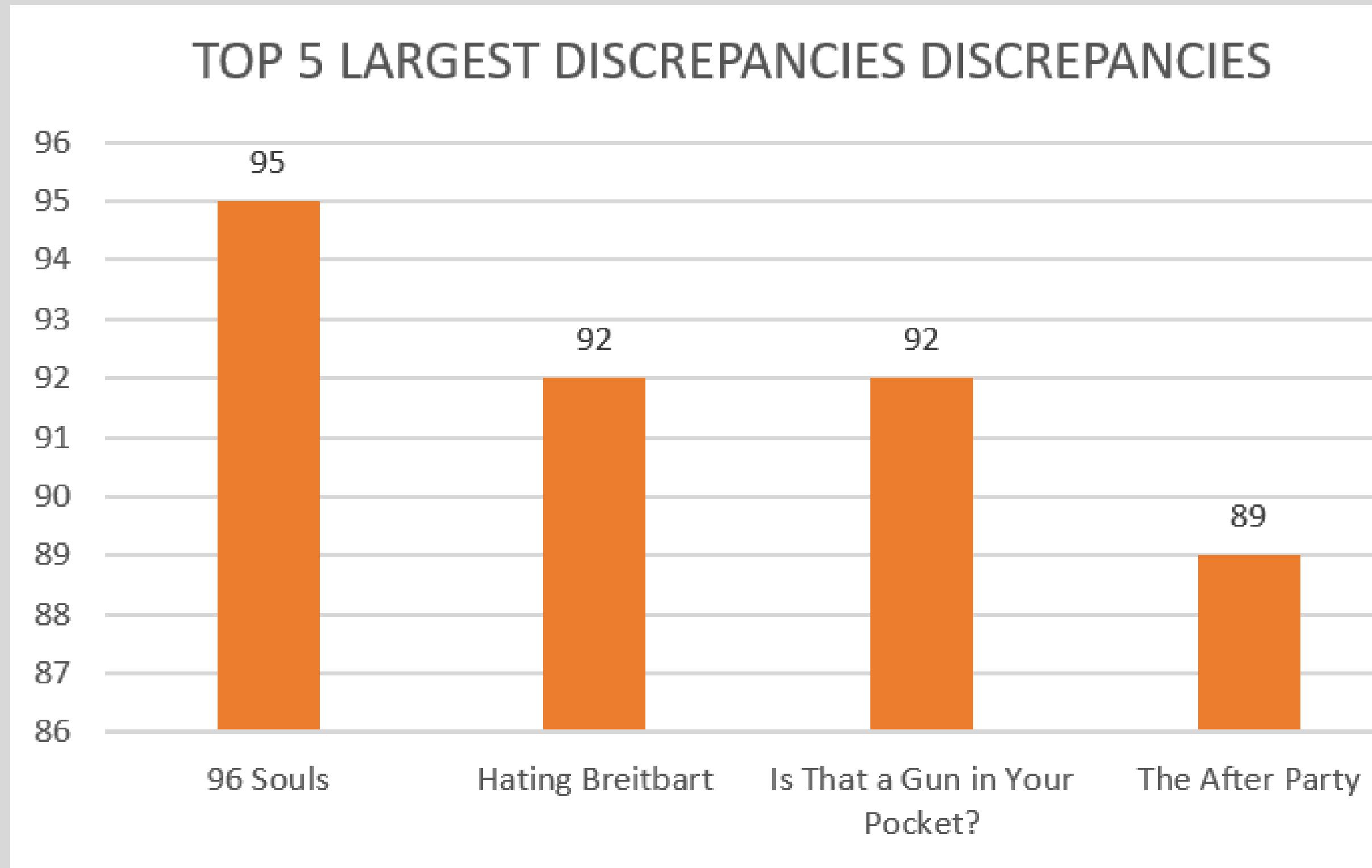
rating and critics rating

Comparison of tomatometer rating against audience rating.

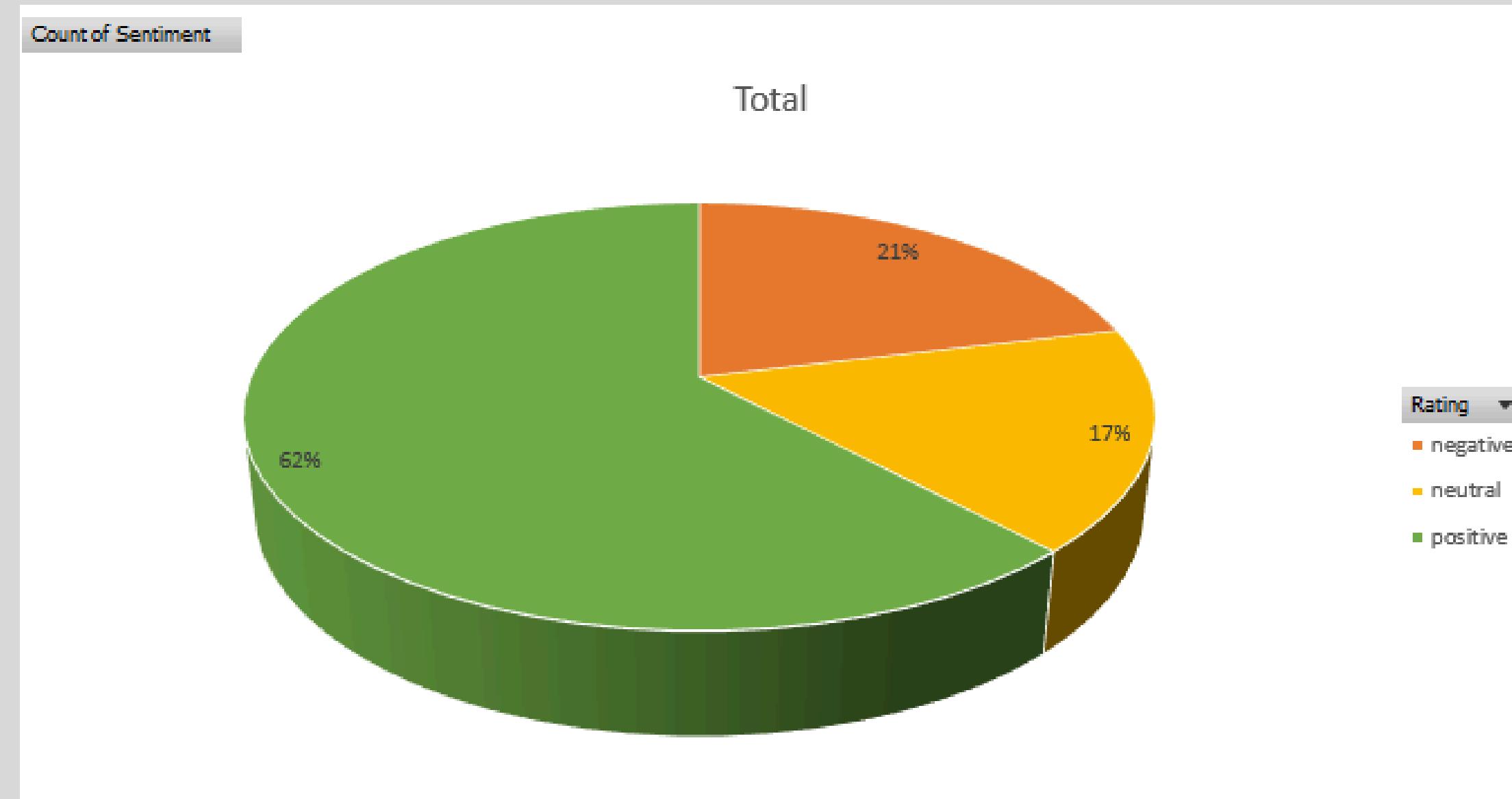
TOP 5 LARGEST DISCREPANCIES	
MOVIE	DISCREPANCIES
96 Souls	95
Hating Breitbart	92
Is That a Gun in Your Pocket?	92
The After Party	89

Top 5 largest discrepancies between audience rating and critics rating .

96 Souls has the largest discrepancies



EXPLORE THE CRITIC'S CONSENSUS RATING: WHAT LANGUAGE IS USED MOST OFTEN ?



CONCLUSION



The data analysis reveals a diverse landscape of film distribution by rating, with a notable presence of both Certified Fresh and Rotten ratings. The primary genre breakdown emphasizes audience preferences, while the fluctuating volume of new releases over time illustrates industry trends. Certain studios consistently produce highly rated films, while discrepancies between audience and critic ratings underscore subjective interpretations. The exploration of critic consensus language offers insights into prevailing evaluative criteria. Overall, the analysis provides a comprehensive understanding of the film landscape, encompassing critical reception, audience engagement, and industry dynamics.

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