Movie Ratings Analysis –Rotten Tomatoes

INTRODUCTION

BACKGROUND:

The film industry undergoes constant evolution, with shifts in people's preferences and behaviors. Understanding the determinants of movie ratings is crucial for stakeholders such as filmmakers, studios, distributors, and streaming platforms. This analysis aims to unveil the underlying patterns and dynamics shaping movie ratings, thereby aiding informed decision-making and strategic planning within the industry.

PROBLEM:

The primary challenge lies in deciphering the myriad factors that influence movie ratings, encompassing both critics' assessments and audience reactions. By delineating these influences, stakeholders can tailor their content, marketing strategies, and distribution methods to align more effectively with audience preferences.

PROJECT SCOPE

This project endeavors to delve into the intricacies of movie ratings by scrutinizing both critical evaluations and audience feedback through comprehensive data analysis. By collating data on various attributes such as critic ratings, audience scores, genres, and release dates, the aim is to unravel underlying patterns and correlations. Through meticulous exploratory data analysis and statistical modeling, we seek to identify the primary drivers influencing movie ratings. Ultimately, the insights gleaned from this analysis will inform strategic decisions, enabling stakeholders in the film industry to optimize content strategies, refine marketing campaigns, and enhance audience engagement, thereby aligning their efforts more effectively with overarching business goals.

Top of Form

GOALS AND KPIs

GOALS

1. Gain insights into film distribution and emerging trends.
2. Analyze patterns in new release strategies.
3. Conduct comparative analysis of ratings among different studios.
4. Investigate disparities between critic and audience perceptions.
5. Examine the language used in critical consensus.
6. Offer actionable insights to optimize strategic decision-making.

KPIs:

1. Percentage breakdown of Certified Fresh and Rotten ratings.
2. Trends in the frequency of film releases.
3. Comparative ratings analysis across studios.
4. Discrepancies between critic and audience ratings.
5. Frequency of key language used in critical consensus.

**TECHNICAL PROCESS**

* **Pivot Tables**
* **Vlookup**
* **Mode**
* **Median**
* **Average**

**RECOMMENDED ANALYSIS**

1. **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 50%
* The Most Prevalent Genres Are Comedy, Drama , Action And Adventure.

1. **What % of films received a Certified Fresh tomatometer rating ? What about Rotten ?**

* 70.98% Films are rotten films and 29.02% are certified fresh films.

1. **Explore new film releases over time. How has the volume of releases by month trended over time ?**

* The New Films Released Monthly From 1914 – 2019 , We Can See That In The Month Of January The Most Number Of Films Are Released.
* The Average No. Of films Released Monthly From 1914 – 2019 Are 1318.

1. **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.

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

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

1. **Compare the Tomatometer ratings against audience ratings. Which films showed the largest discrepancies between audiences and critics ?**

* The above graph shows top 5 highest discrepancies between audience and critics ratings. 96 souls film has the highest discrepancy.

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

* 62% movie has got positive , 17% has got neutral and 21% has got negative critic’s consensus rating.

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