

The background of the image is a wooden desk. On the desk, there is a spiral-bound notebook with a white cover, a wooden pencil, and a black clapperboard. The clapperboard has white text and a black and white striped pattern. The text on the clapperboard includes 'SCENE', 'TAKE', and 'ROLL'. The title 'ROTTEN TOMATOES MOVIE ANALYSIS' is written in a large, red, stylized font across the middle of the image.

ROTTEN TOMATOES MOVIE ANALYSIS

Project By:
Abhijeet
Ranjan



Contents

1. Introduction

2. KPI/ Objectives

3. Insights

4. Conclusion

Introduction



The information on films can be found on many well-known websites, Rotten Tomatoes is the best source for critic reviews. Rotten Tomatoes and the Tomatometer score are the world's most trusted recommendation resources for quality entertainment. As the leading online aggregator of movie and TV show reviews from critics, we provide fans with a comprehensive guide to what's Fresh – and what's Rotten – in theaters and at home.

The screenshot displays the Rotten Tomatoes website interface. At the top, there's a green navigation bar with the Rotten Tomatoes logo, a search bar, and links for 'What's the Tomatometer?', 'RT Critics', 'Newsletter', and a user profile 'Parsa'. Below this is a black bar with 'TRENDING ON RT' and various guide links. The main content area features the movie 'THE DARK KNIGHT' with its poster, a 94% Tomatometer score, and release information. To the right, a yellow box highlights 'THE DARK KNIGHT REVIEWS'. Below this, there are tabs for 'All Critics', 'Top Critics', 'My Critics', 'DVD', 'Audience', and 'Friends'. The page shows reviews from three critics: Dann Gire, Timothy Mangan, and Stuart Klawans, each with their profile picture, name, publication, and a snippet of their review. The page is on 'Page 2 of 16'.

THE DARK KNIGHT
PG-13, 2 hr. 32 min.
Drama, Action & Adventure, Science Fiction & Fantasy
mov Directed By: Christopher Nolan
In Theaters: Jul 18, 2008 Wide
On DVD: Dec 9, 2008
Warner Bros. Pictures/Legendary

THE DARK KNIGHT REVIEWS

All Critics Top Critics My Critics DVD Audience Friends

Page 2 of 16

Dann Gire
Daily Herald (IL)
Nolan's Dark Knight constantly keeps us off-balance and fills us with breathless anticipation for the next stunning turn-of-events. Ask yourself this: How long has it been since you've seen a movie like that?
Full Review | Original Score: 4/4

Timothy Mangan
Orange County Register
The Dark Knight is probably the smartest and most stylish action movie since the "The Matrix." It thinks and philosophizes. The subject it thinks and philosophizes about, perhaps not surprisingly, considering the times, is the Iraq war.
Full Review | Original Score: 8

Stuart Klawans
The Nation
What you finally receive from The Dark Knight, then, isn't a message but a sensation, which comes from the deliberately twisted form. You learn how

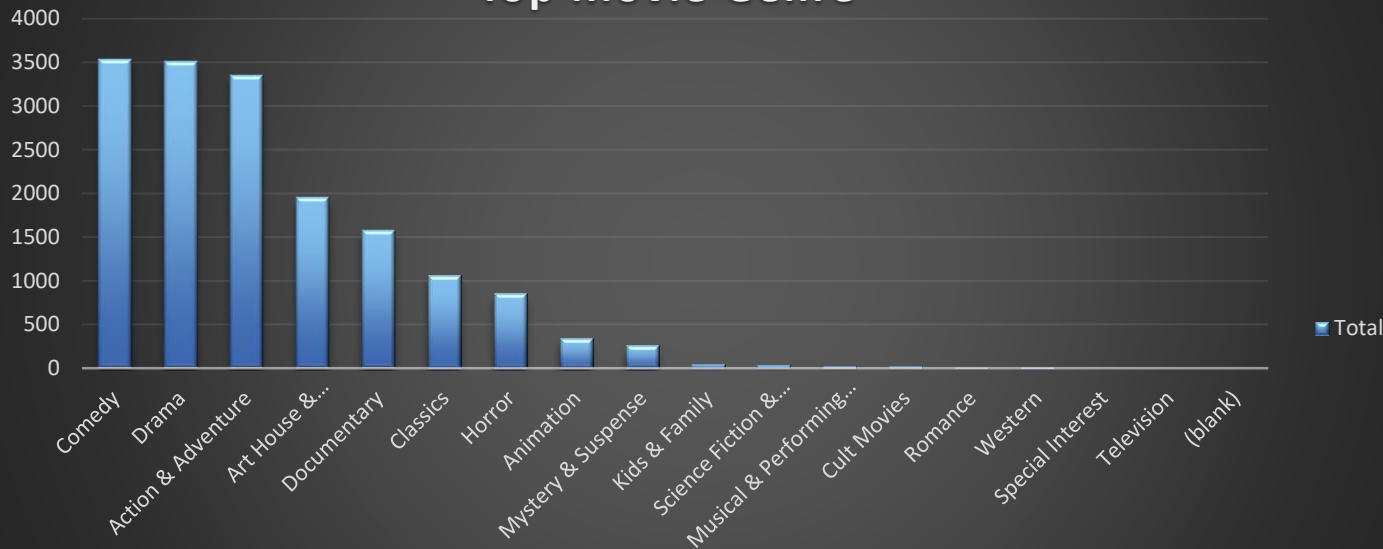
Objectives/ KPI

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

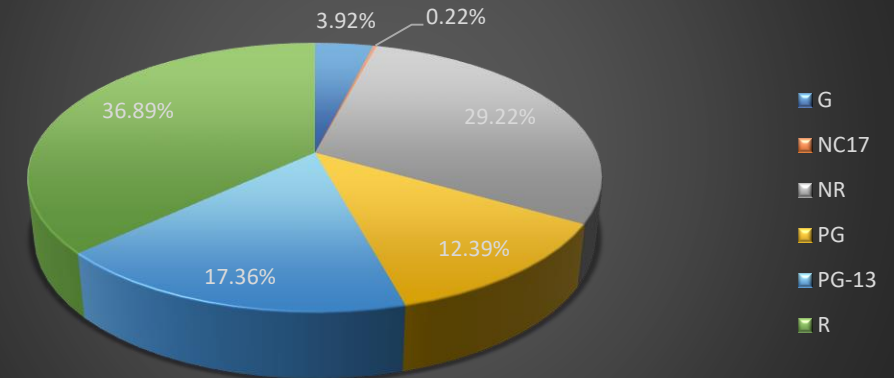
Insights

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

Top Movie Genre



Distribution of Films by Rating



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 on.

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

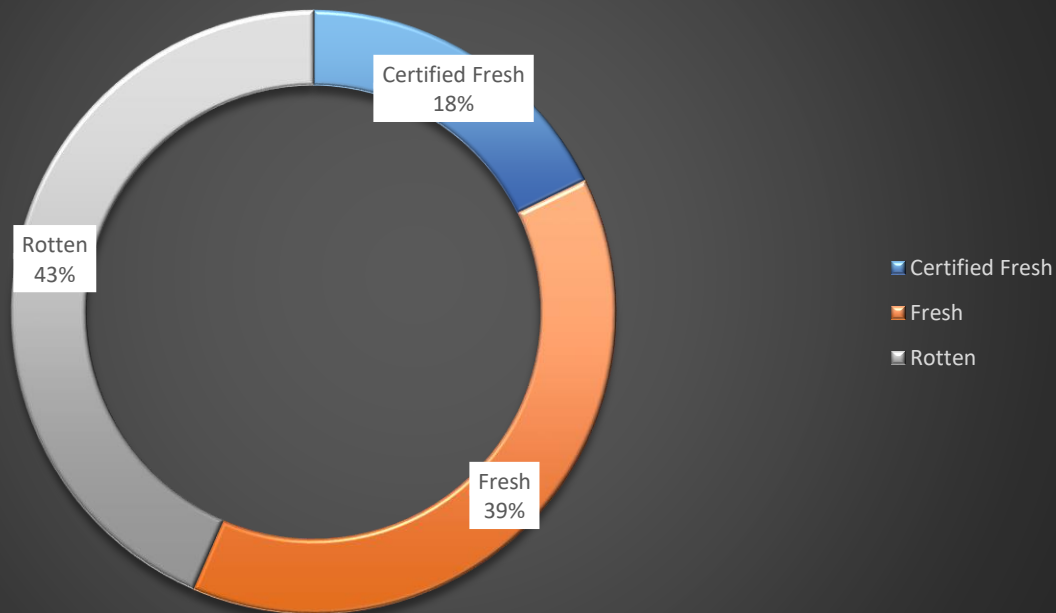
G: - General audiences-All ages admitted

NC17: - No children under 17 admitted

Insights

- **What % of films received a Certified Fresh Tomatometer rating? What about Rotten?**

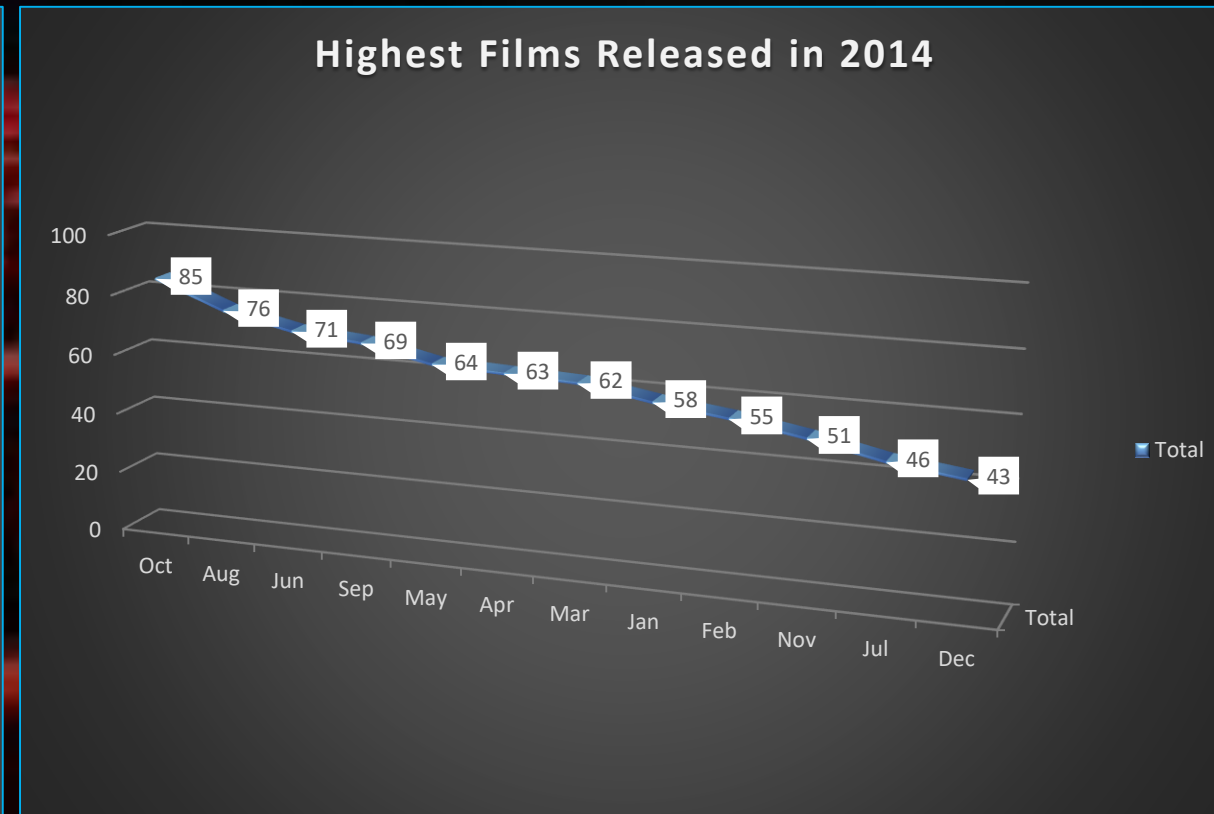
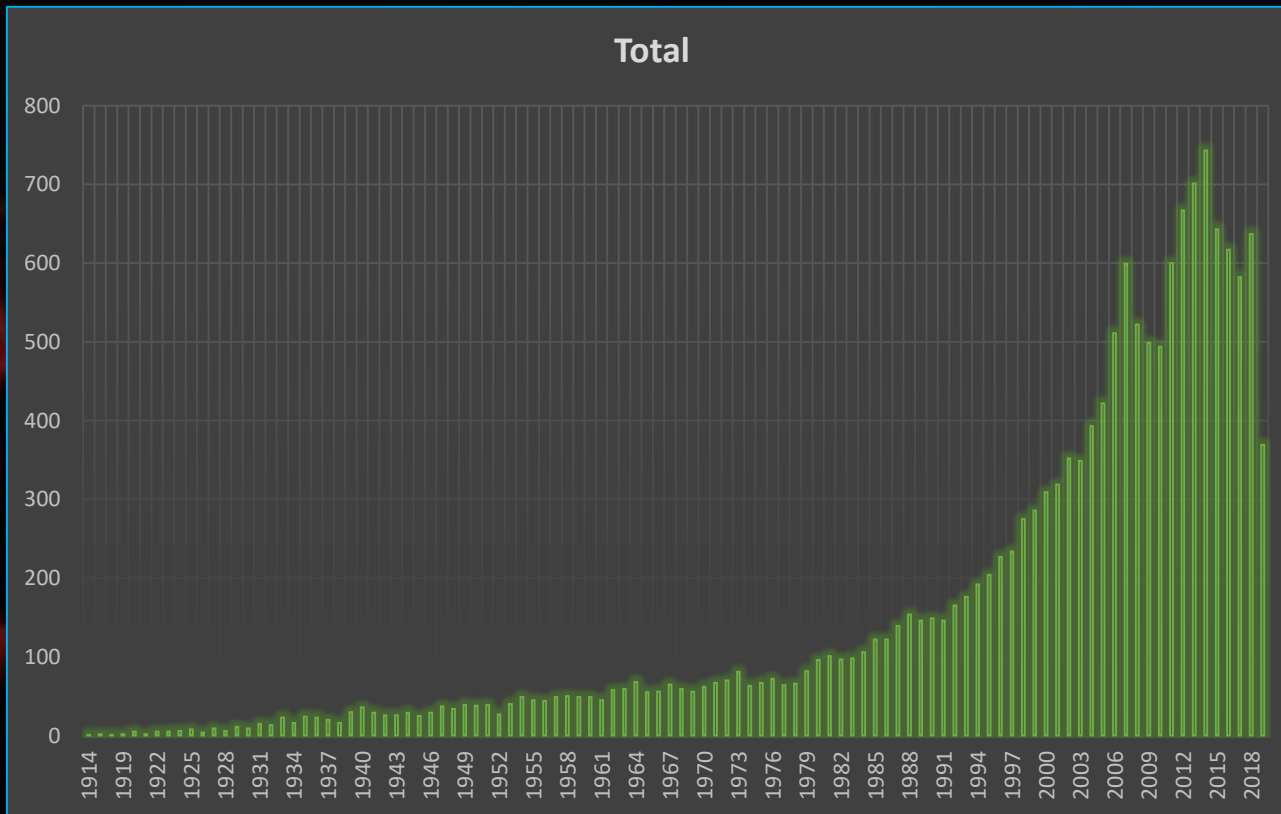
Distribution of Films by Tomatometer Rating



17.77% of movies received Certified Fresh, 38.75% received Fresh and 43.47% received Rotten rating.

Insights

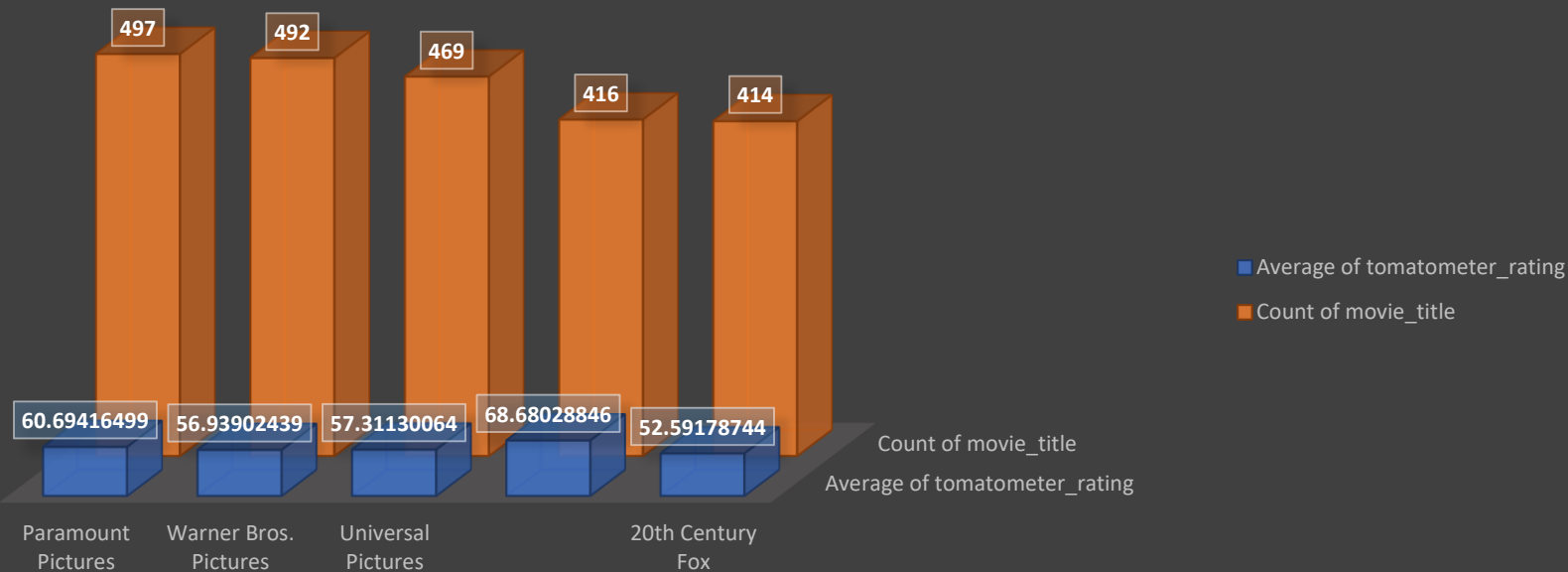
- **Explore new film releases over time. How has the volume of releases by month trended over time? What year/month were the newest films released?**



Insights

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

TOP 5 STUDIO ON THE BASIS OF MOVIE PRODUCED

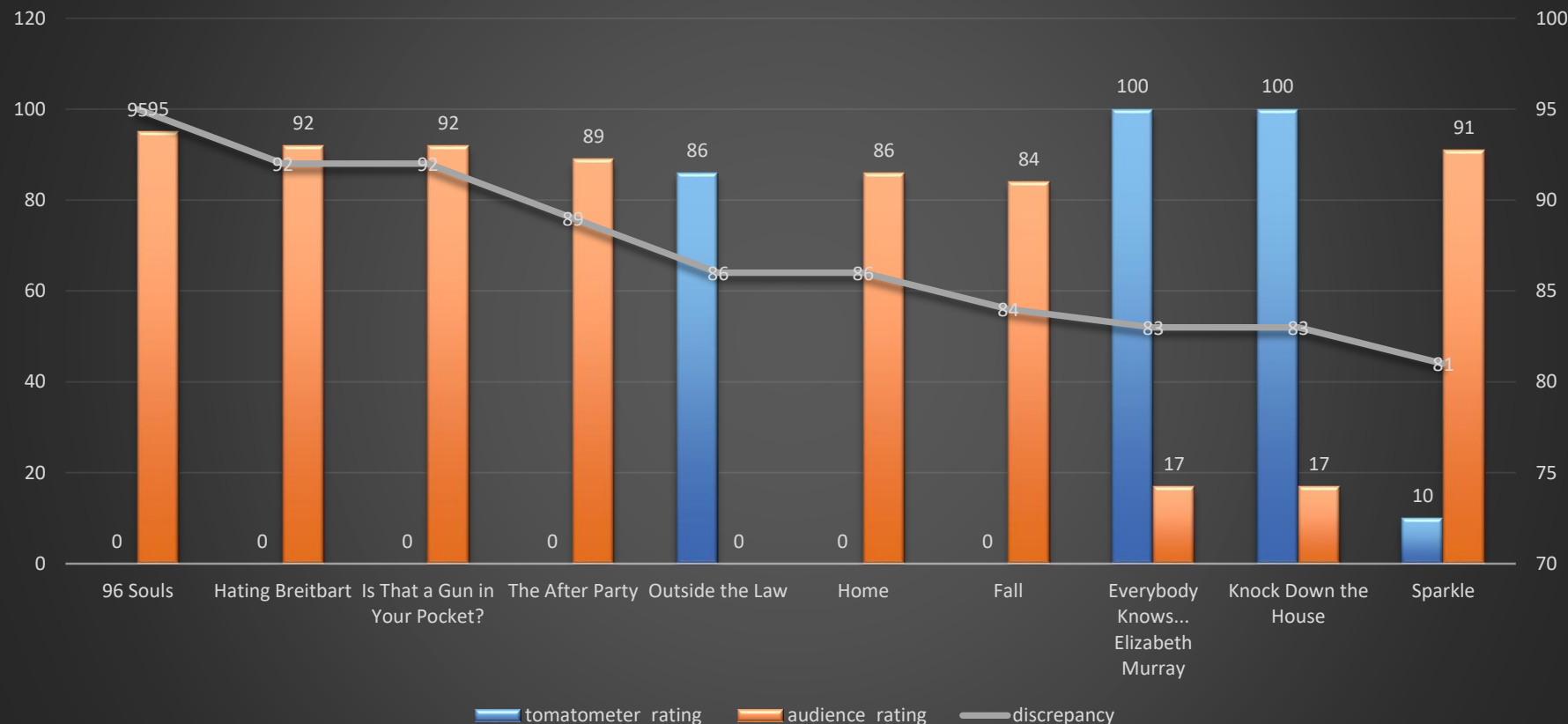


Row Labels	Average of tomatometer_rating	Count of movie_title
Paramount Pictures	60.69416499	497
Warner Bros. Pictures	56.93902439	492
Universal Pictures	57.31130064	469
	68.68028846	416
20th Century Fox	52.59178744	414
Grand Total	59.1791958	2288

Insights

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

Tomatometer v/s Audience Rating Discrepancy Top 10 Films

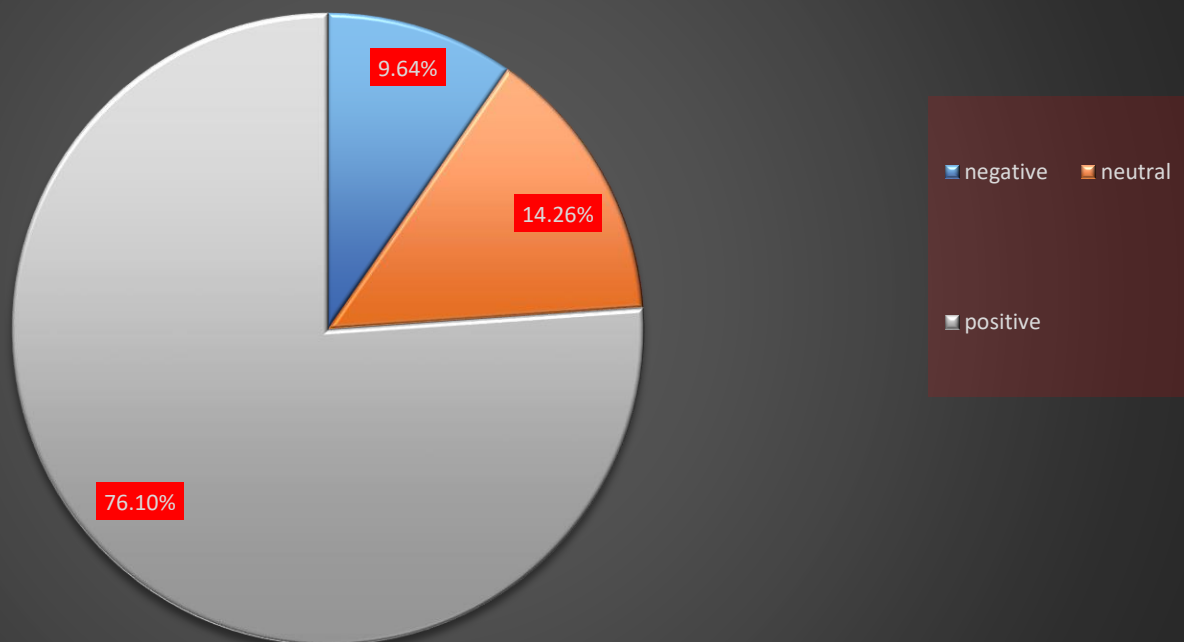


Comparison has provided between audience rating and Rotten Tomato-meter Rating. The Movie 96 Souls has the highest discrepancies between audiences and critics.

Insights

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

Critics consensus Rating Percentage



76.10% of Critics consensus assessment are positive, 14.26% are neutral and 9.64% are negative.

CONCLUSION

Excel was utilized 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 selected 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



www.linkedin.com/in/abhijeet-ranjan-958760191



abhijeetr162@gmail.com



[Discord](#) [_abhijeetranjan](#)



[Peerlist](https://peerlist.io/abhijeetranjan) <https://peerlist.io/abhijeetranjan>