

Using Data Science to Examine Sentiment Trends in the Star Wars Original Trilogy for Comic-Con 2025.

In a landscape that's increasingly influenced by fan engagement and nostalgia, the emotional content conveyed through cinema, particularly in iconic franchises like Star Wars, has a profound impact on viewer loyalty and perception. Lucasfilm aims to delve deeper into the sentiment trends expressed throughout the original Star Wars trilogy, which has captivated audiences for nearly half a century.

You are a data analyst for Lucasfilm's and have been tasked with carryout a sentiment analysis of all characters in the original movie trilogy. The fanbase of Star Wars has been growing for decades and this year's Comic-Con convention will mark its 28th anniversary. The Lucas Film company wants to present a sentiment analysis of the emotions portrayed by every Star Wars character. Particularly to show how the sky walker family has been portrayed over the original trilogy.

Deliverable:

As a data analyst, your primary goal is to understand how the portrayal of the Skywalker family's emotional spectrum scores the trilogy aligns with the changes in the characters' arcs and broader thematic elements of the saga. Look at the sentiment shifts in character dialogues from the original trilogy. See if there is a correlation between character development and sentiment polarity. The sentiment analysis will be performed using a NLP technique. Each line of dialogue will be scored using the index. The quantitative data will then be analyzed to observe trends and patterns over the course of the trilogy. The deliverable you will provide will examine the interplay between script sentiment and audience perception, Lucasfilm can better strategize its content creation to enhance viewer engagement and satisfaction. Furthermore, the insights from this analysis will serve as important points for discussion at the Comic-Con 2025, providing fans with a deeper understanding of the emotional depth of the Star Wars saga.