

# How Has the Shinchan Movie Franchise Evolved?

Using 21 Shinchan films to explore evolution in direction, themes, and fan sentiment



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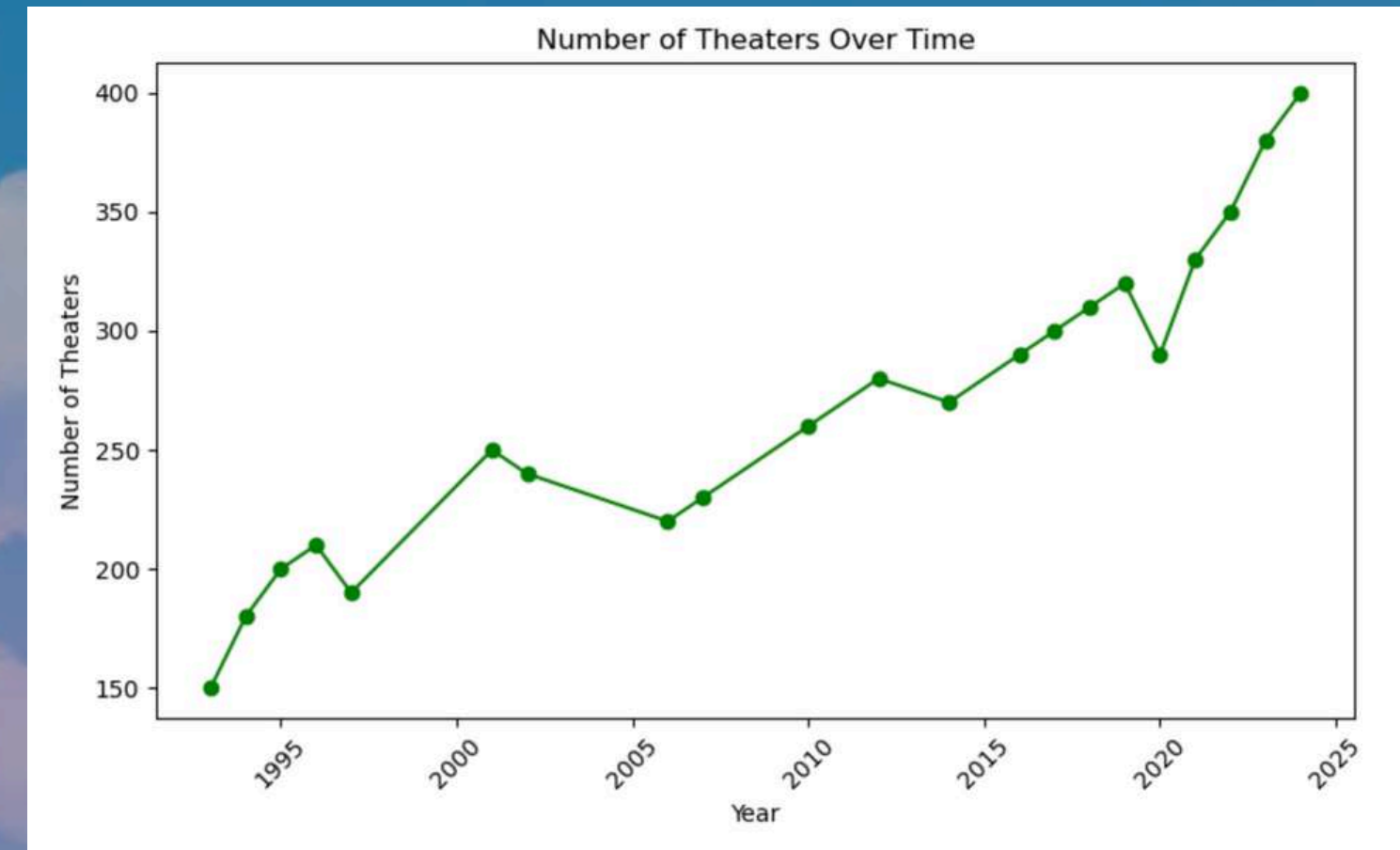
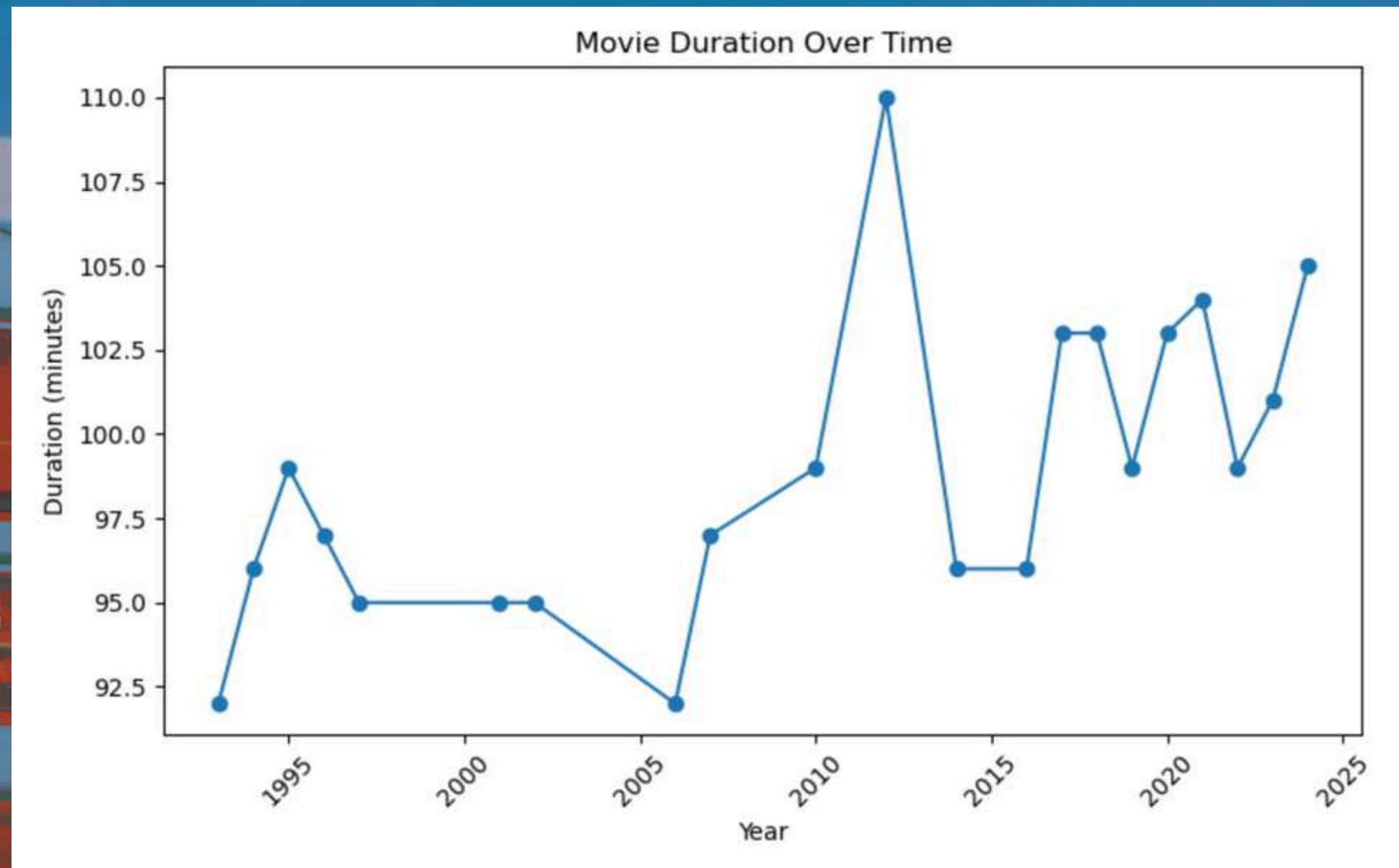
# Dataset & Tools

- **Dataset:** movie\_shinchan.csv (21 official Shinchan movies, obtained from Kaggle)
  - Each row = 1 movie with features like title, director, theme, box office, ratings, etc.
- **Tools:**
  - Excel (initial data cleaning)
  - Python (Jupyter Notebook)
  - Pandas, Matplotlib, Seaborn (data analysis + plotting)
  - PRAW (Reddit API for web scraping)
  - NLTK + RAKE (sentiment + keyword analysis)





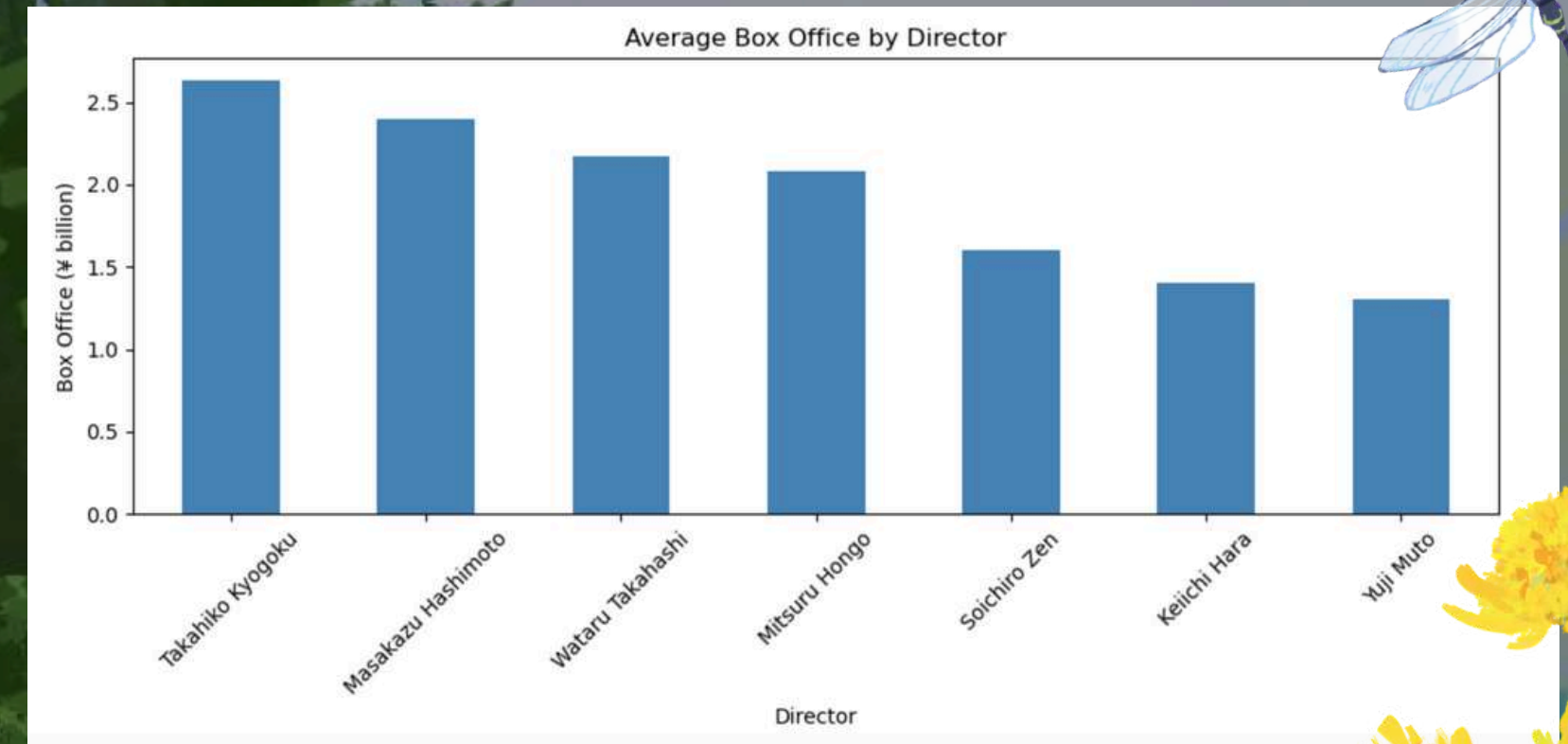
# How Has the Franchise Grown Over Time?



- Movie duration has increased over the years, stabilising around 100+ minutes in recent films
- Theatrical reach has expanded significantly, especially after 2015
- 2024 film was released in 400 theatres — the widest so far
- Indicates growing commercial scale and broader audience demand



# Who Drove the Franchise Forward?



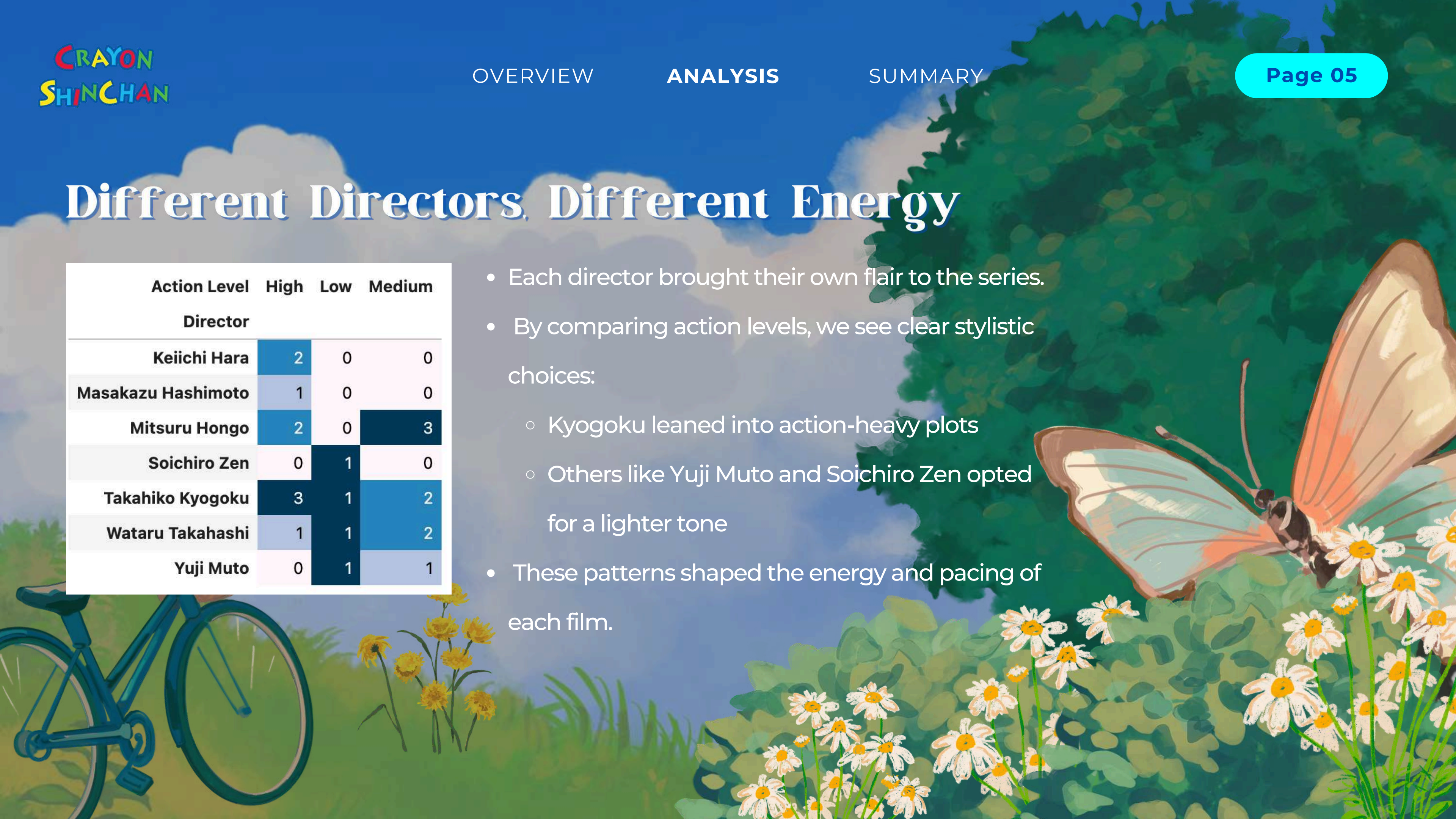
- Two directors Takahiko Kyogoku and Mitsuru Hongo led the creative output, directing over half of the movies.
- But higher volume didn't always mean higher success.
- Kyogoku's films saw stronger box office performance, while Hongo's earnings were more modest.



# Different Directors, Different Energy

Action Level	High	Low	Medium
Director			
Keiichi Hara	2	0	0
Masakazu Hashimoto	1	0	0
Mitsuru Hongo	2	0	3
Soichiro Zen	0	1	0
Takahiko Kyogoku	3	1	2
Wataru Takahashi	1	1	2
Yuji Muto	0	1	1

- Each director brought their own flair to the series.
- By comparing action levels, we see clear stylistic choices:
  - Kyogoku leaned into action-heavy plots
  - Others like Yuji Muto and Soichiro Zen opted for a lighter tone
- These patterns shaped the energy and pacing of each film.





# Which Films Do Fans Love Most?



	IMDb Rating	MyAnimeList Score
Director		
Keiichi Hara	7.95	8.20
Takahiko Kyogoku	7.45	7.75
Masakazu Hashimoto	7.40	7.70
Soichiro Zen	7.30	7.60
Wataru Takahashi	7.05	7.40
Mitsuru Hongo	7.00	7.30
Yuji Muto	6.60	6.95

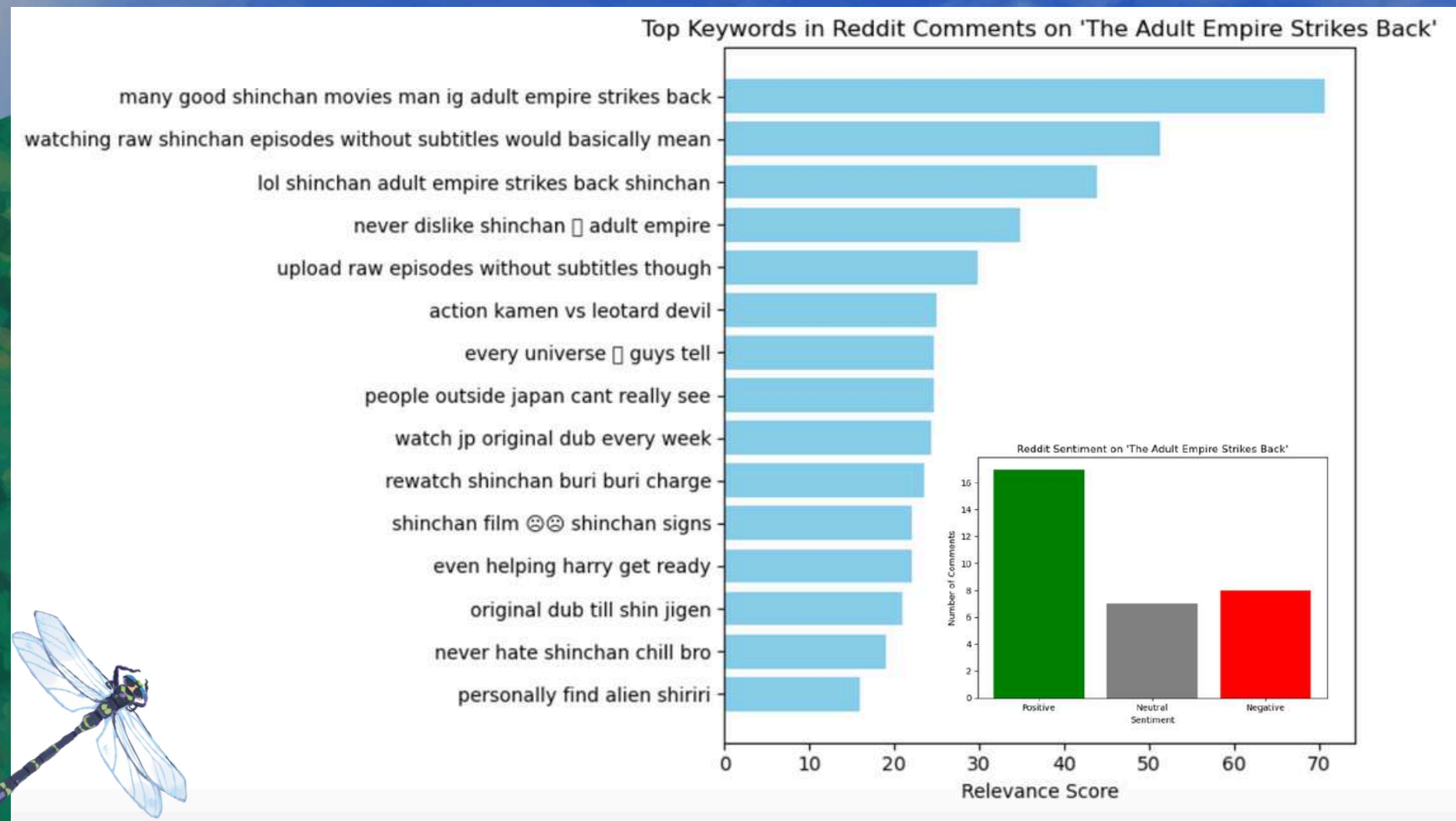
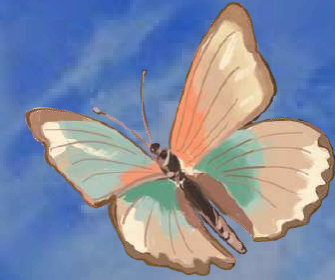
	Title (EN)	Year	Director	IMDb Rating	MyAnimeList Score
5	The Storm Called: The Adult Empire Strikes Back	2001	Keiichi Hara	8.0	8.3
6	The Storm Called: The Battle of the Warring St...	2002	Keiichi Hara	7.9	8.1
20	Shin-chan: Robot Dad vs. Rebel Dad	2024	Takahiko Kyogoku	7.8	8.1
19	Shin-chan: New Dimension! Crayon Wars	2023	Takahiko Kyogoku	7.7	8.0
18	Shin-chan: Mononoke Ninja Chinpuden	2022	Takahiko Kyogoku	7.6	7.9

Looking beyond earnings, audience reception tells a different story.

- The top 5 fan-rated movies on IMDb and MyAnimeList include:
  - Two early 2000s films directed by Keiichi Hara, both at the top.
  - Three recent titles (2022–2024) by Takahiko Kyogoku rounding out the list.
- Even though Keiichi Hara only directed two Shinchon films, both are fan favorites—indicating that quality, emotional depth, and nostalgia can outweigh quantity or box office performance.



# Digging Deeper - What Are Fans Saying?



To understand audience sentiment, I scraped Reddit comments on the highest-rated film.

- Most comments were positive, referencing nostalgia and storytelling

Key Comments:

- Frustration over lack of subtitles
- Memorable scenes and characters recalled
- Strong preference for original Japanese dub
- Many rewatch the film regularly



# Summary

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01

Directorial shifts shaped the franchise, influencing action levels, themes, and box office performance.

02

Audience ratings highlight a clear preference for emotional and nostalgic storytelling.

03

Fan sentiment online echoes these trends, with positive responses toward heartfelt, character-driven plots.

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# Thank You



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