

Revitalizing the Marvel Cinematic Universe: A Data-Driven Analysis of Creative Decisions and Future Strategies

The Decline

The assertion that Disney's creative decisions are to blame for the MCU's recent struggles prompts a deeper examination. It is crucial to differentiate between superhero fatigue and specific creative missteps. Several other superhero-related series and movies have flourished during the same period, challenging the notion of a saturated market. My focus is on understanding the unique challenges faced by MCU. The hypothesis is that Disney bears responsibility for the MCU's underperformance invites scrutiny. This claim extends beyond mere disappointment in superhero movies; it reflects a broader concern about Disney's handling of iconic franchises from our childhood. If not addressed, the same fate may befall other beloved franchises, marking a trend that could negatively impact the entire entertainment industry.

The difference made with the Data Science approach

To address these concerns, we advocate for a data-driven approach. Opinions, no matter how passionate, gain additional credibility when supported by hard data. In an era where technology continually advances, the use of data science provides a methodical means to analyze trends, audience preferences, and the impact of creative decisions. My goal is to present a comprehensive analysis that leverages hard data to substantiate our perspective.

The Marvel Legacy

The prospect of Disney discontinuing superhero movies raises concerns about the potential demise of the MCU. As ardent fans, we strongly advocate for the preservation of this iconic franchise, especially given Disney's financial capabilities to acquire top-tier technology. We propose strategic measures that can rejuvenate the MCU, ensuring its continued success in the dynamic landscape of entertainment.

Recommendation

Data-driven analysis forms the basis for several recommendations aimed at steering Disney away from creative decisions that jeopardise the success of their franchises. These recommendations encompass story development, audience engagement, and leveraging technology to enhance the overall cinematic experience.

1. **Reevaluating Storytelling Strategies:** Analysing audience sentiment data can inform Disney about the effectiveness of storytelling elements. Tailoring narratives to align with audience expectations while introducing innovative elements is essential.

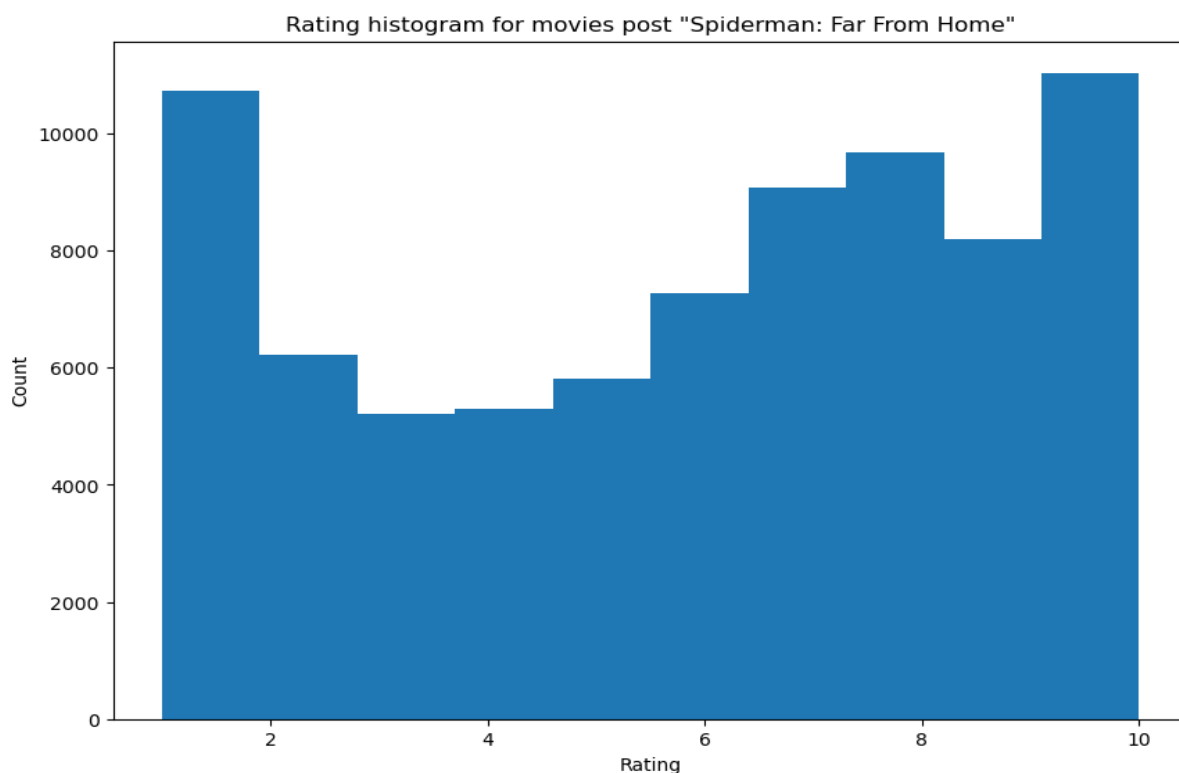
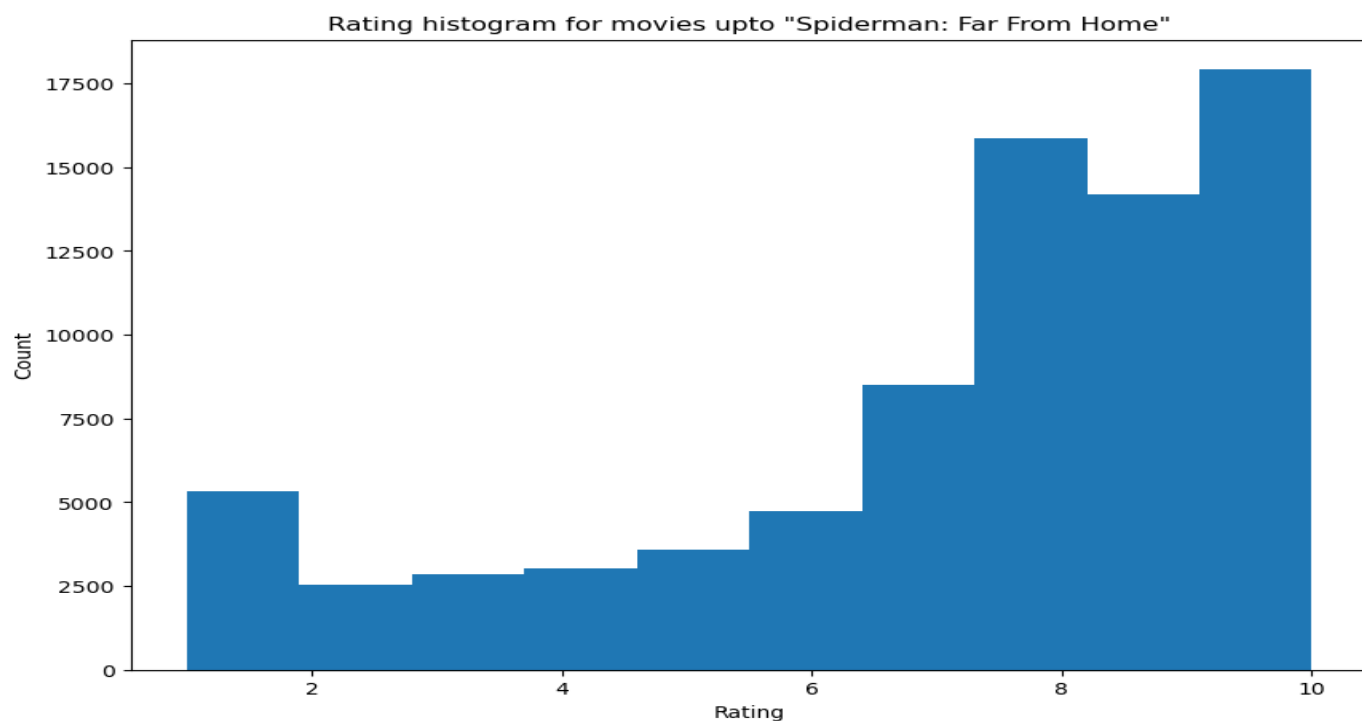
2. **Audience Engagement:** Utilising social media and online platforms for audience feedback and engagement can provide valuable insights. Understanding audience preferences in real-time enables Disney to make informed decisions and foster a sense of community among fans.

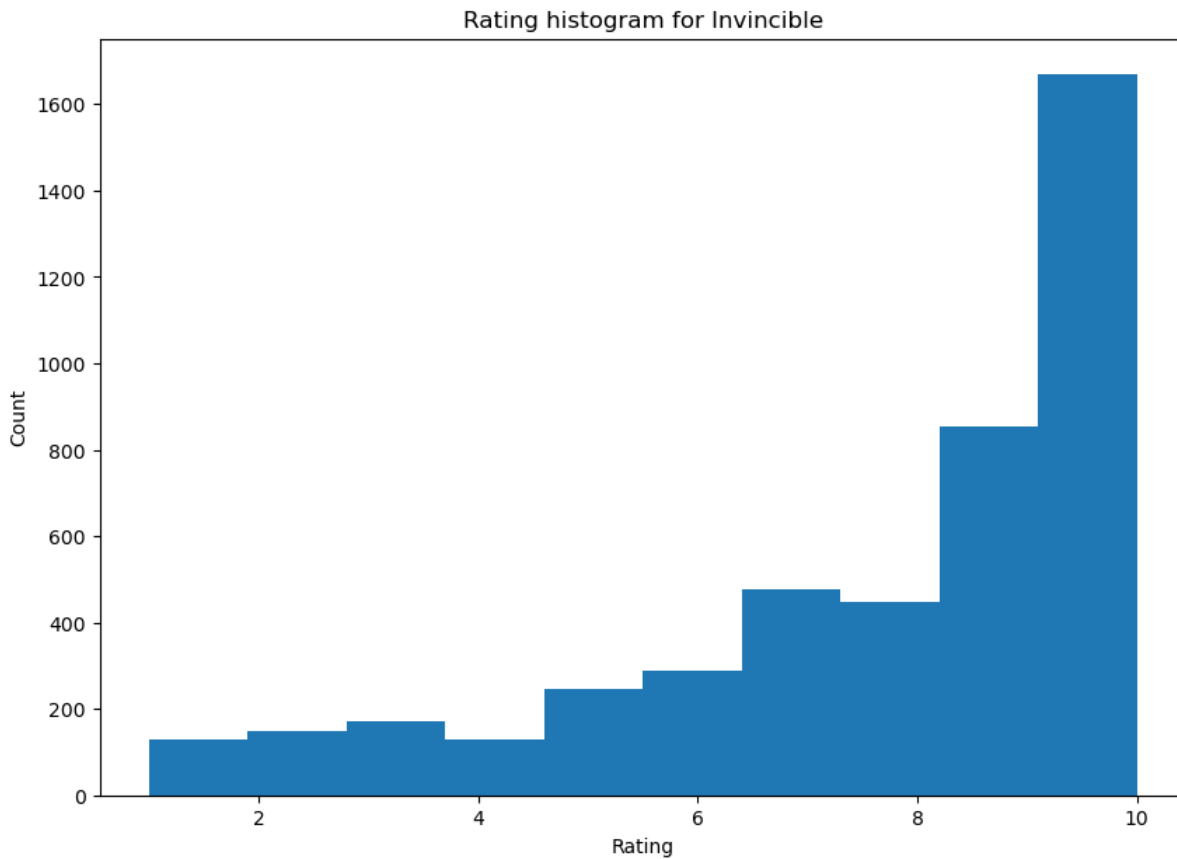
Why the idea deserves the financial resources:

In conclusion, the report advocates for a proactive approach to address the decline in MCU's success. By utilising the data science approach, Disney can make informed decisions that not only salvage the MCU but also serve as a blueprint for rejuvenating other cherished franchises. Preserving the magic of childhood memories and securing the future of iconic characters requires strategic interventions, and data-driven recommendations provide a solid foundation for Disney to reclaim its superhero legacy.

Data Analysis

Dividing the list of movies in two parts, roughly based on when the decline started happening. The two parts are sorted chronologically, categorised by release dates of all the movies. The first part includes the movies released upto and including Spiderman: Far From Home. The second part is the movies released after Spiderman: Far From Home.

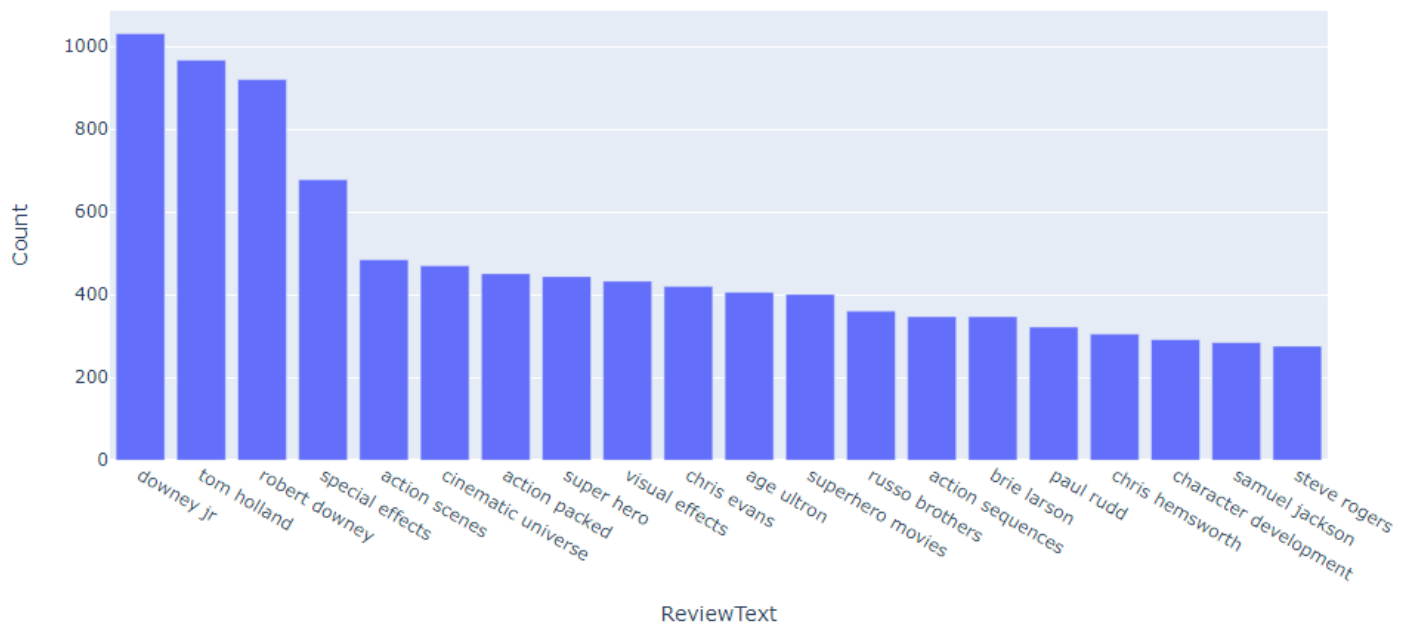




From the histograms above, we can see that Marvel movies prior to 'Spiderman: Far from Home' and 'Invincibles' had a higher proportion of positive ratings compared to those post 'Spiderman: Far from Home'. This gives us an idea of the declining trend of positive reviews and rise of negative reviews. From this we can continue to study what the reasoning could be behind it.

The creative decisions of the MCU can be accurately judged by the occurrences of the words that describe character, character development, story progress, story line, actors, acting, plots, and plot holes in the 10 star and 1 star reviews.

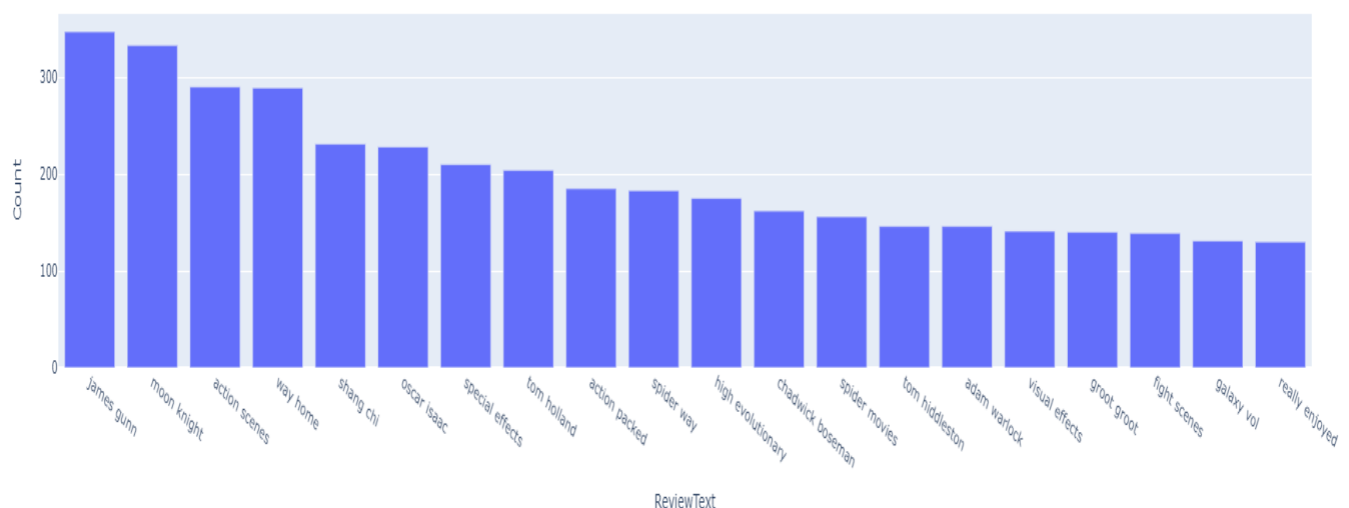
Top 20 bigrams in movies upto "Spiderman:Far from home"



Shown above is a bar plot for the top 20 bigrams for movies upto ‘Spiderman: Far from Home’ having 10 star reviews.

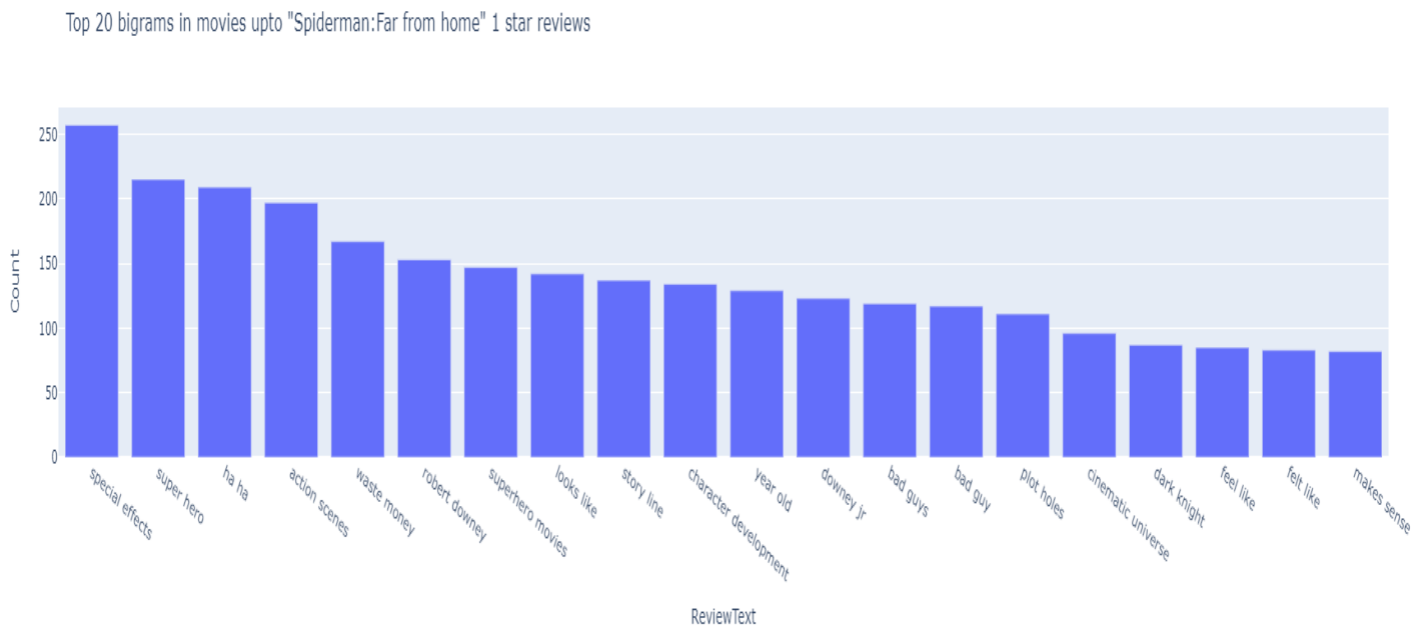
The high number of occurrences of “Downey jr”, “tom holland”, “robert downey” indicate that the acting skills of these particular actors were appealing to the people. Various other factors like special effects were quite appealing to the people.

Top 20 bigrams in movies from "Spiderman:Far from home" 10 star reviews



Shown above is a bar plot for the top 20 bigrams for movies post ‘Spiderman: Far from Home’ having 10 star reviews

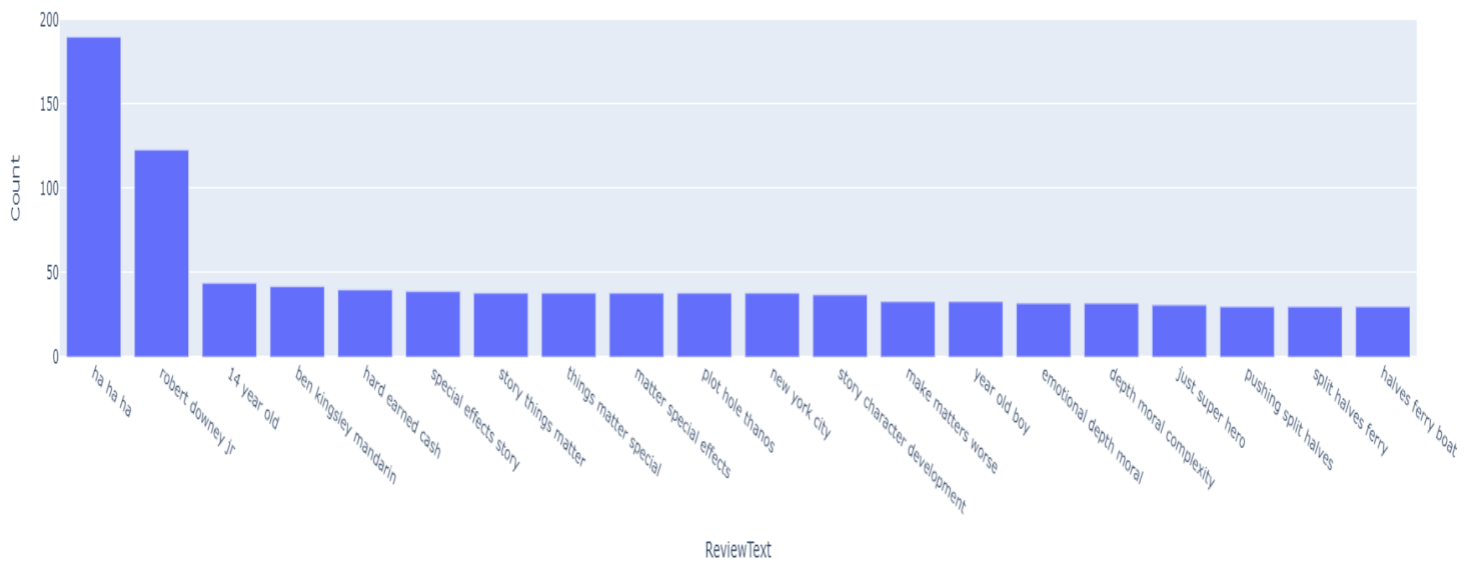
In the 10 star reviews of the movies released after Spiderman Far From Home, the first actor name has dropped from Top 3 to 9th, the words that indicate the creative decisions have also dropped to the last of the list. James Gunn seems to be quite appreciated for his directing skills by the people.



Shown above is a bar plot for the top 20 bigrams for movies upto ‘Spiderman: Far from Home’ having 1 star reviews

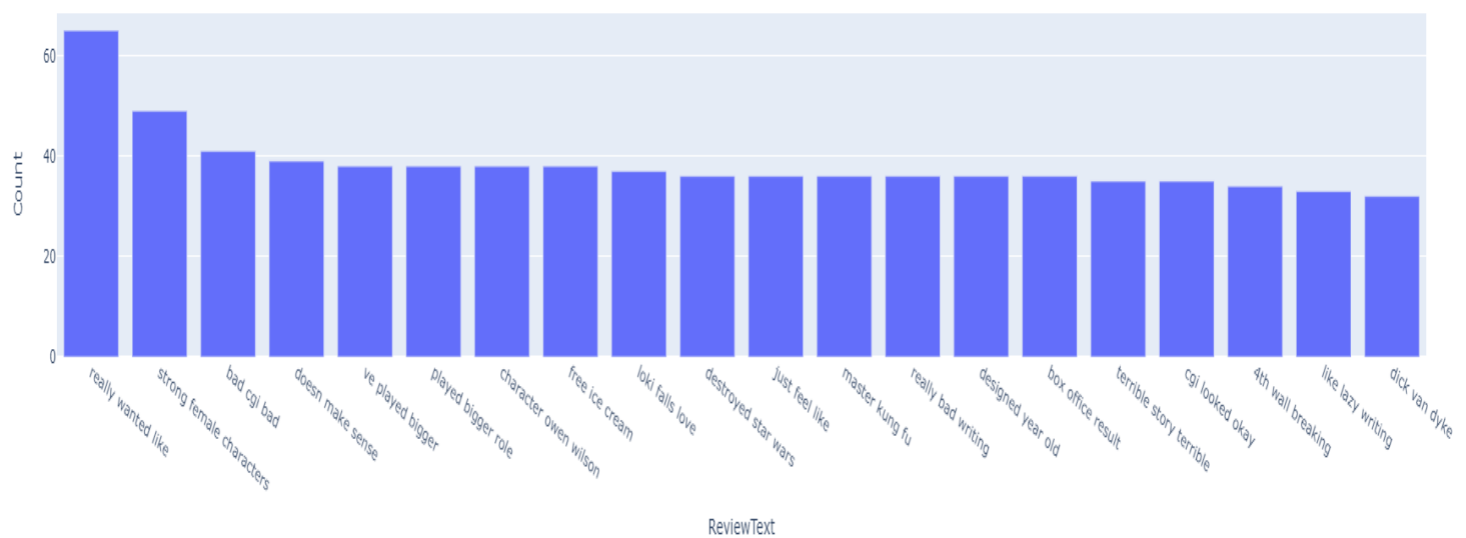
“Story line”, “plot holes”, “bad guy”, “special effects” The high frequency of these words indicate that the people have started noticing the decline of the quality of the MCU movies.

Top 20 trigrams in movies upto "Spiderman:Far from home" 1 star reviews



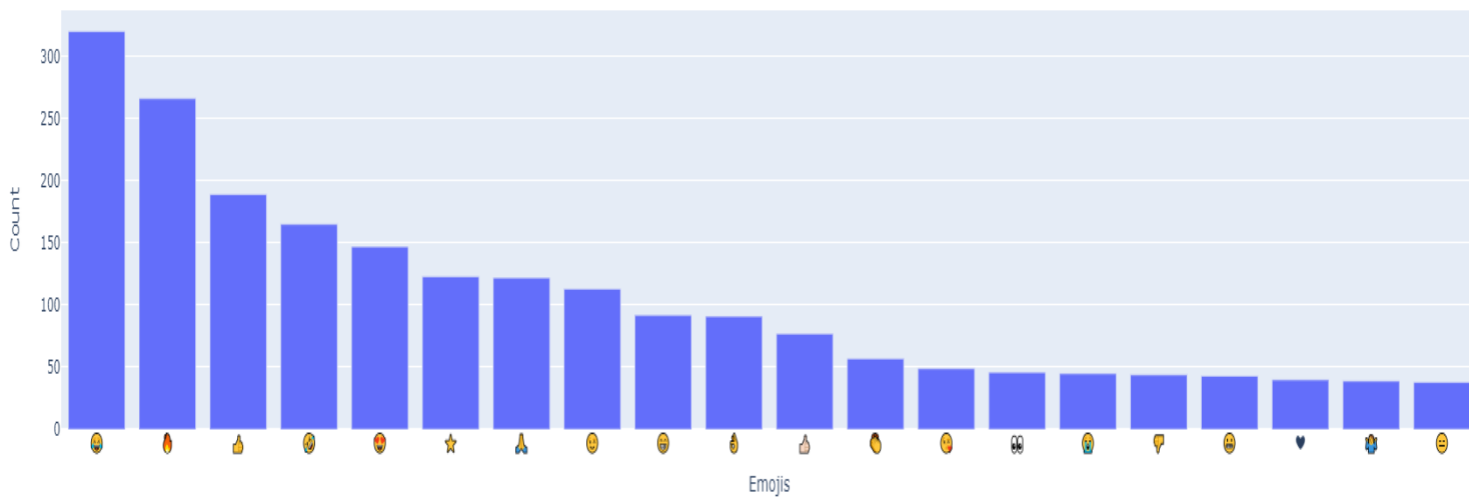
Shown above are the top 20 trigrams for movies upto 'Spiderman:Far from home' having 1 star reviews.

Top 20 trigrams in movies from "Spiderman:Far from home" 1 star reviews



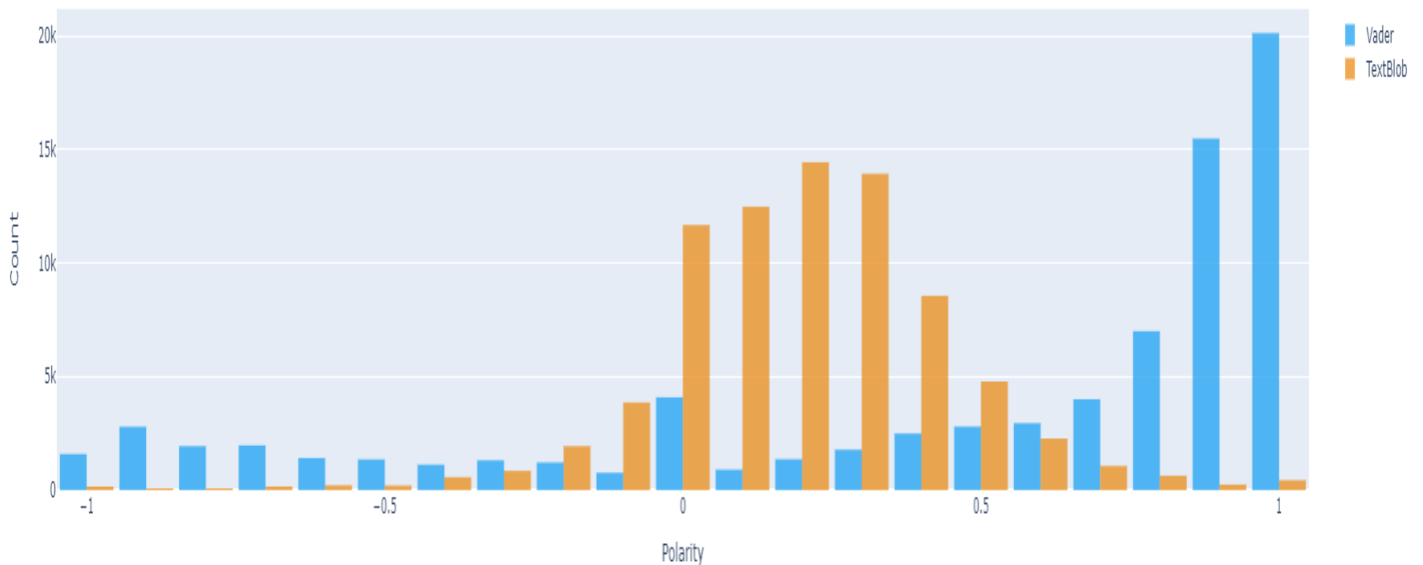
Shown above are the top 20 trigrams for movies from 'Spiderman:Far from home' having 1 star reviews

The 20 most used emojis overall



Shown above are the top 20 emojis in reviews of all Marvel movies and series. While we were doing analysis of the frequency of the emojis and inferring the meaning behind them, we realised that they are surprisingly nuanced and could be used in both the 10 star and the 1 star reviews. So, for the time being, we are ignoring the presence of the emojis.

Comparison of the distributions of sentimental polarities for movies up to "Spiderman: Far from home"

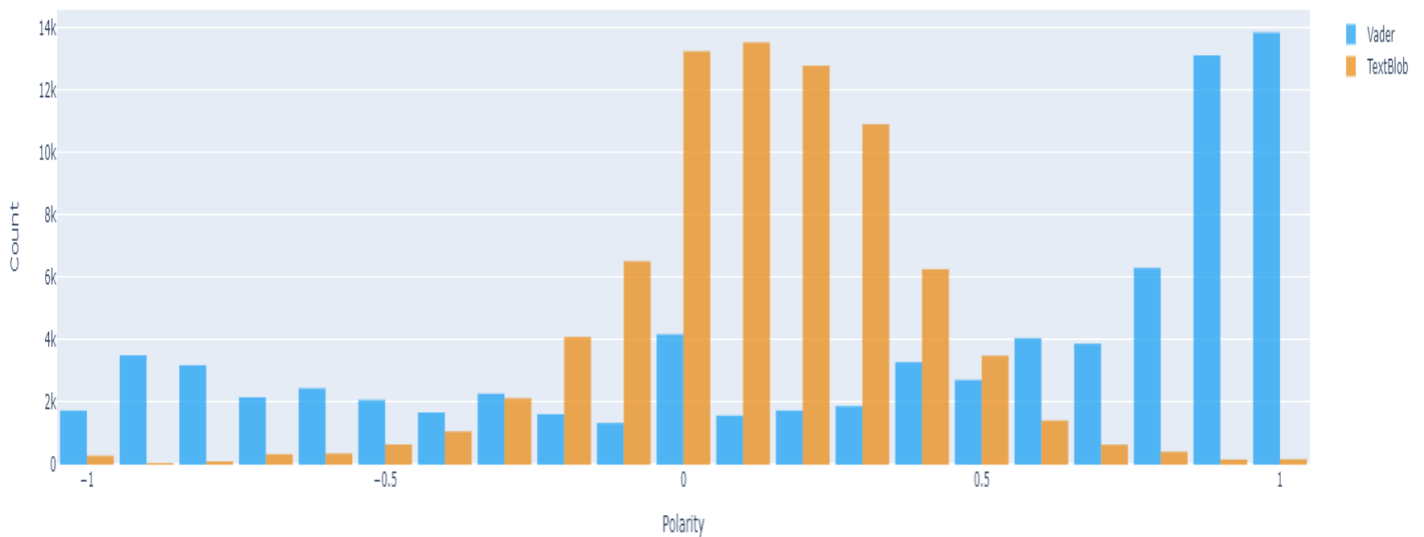


Shown above is the plot of vader and text blob polarities for reviews of movies up to 'Spiderman: Far from home'.

Polarity is a measure of the sentiment expressed by the text with a value towards 1 representing a strongly positive sentiment and that towards -1 representing a strongly negative sentiment.

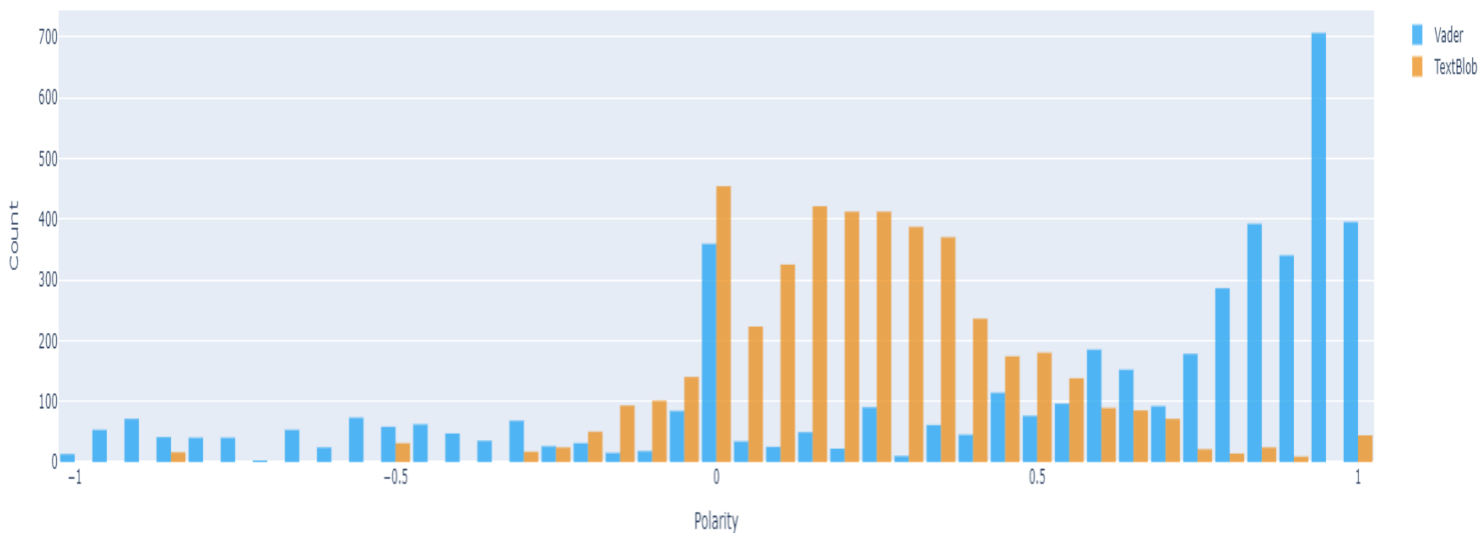
Vader polarities seem to be a better choice as reviews follow a less formal template.

Comparison of the distributions of sentimental polarities for movies from "Spiderman:Far from home"



Shown above is the plot of vader and text blob polarities for reviews of movies post ‘Spiderman: Far from home’

Comparison of the distributions of sentimental polarities for Invincible



Shown above is the plot of vader and text blob polarities for reviews of ‘Invincible’

Some conjectures that we made are as follows,

Shift from Audience Preferences:

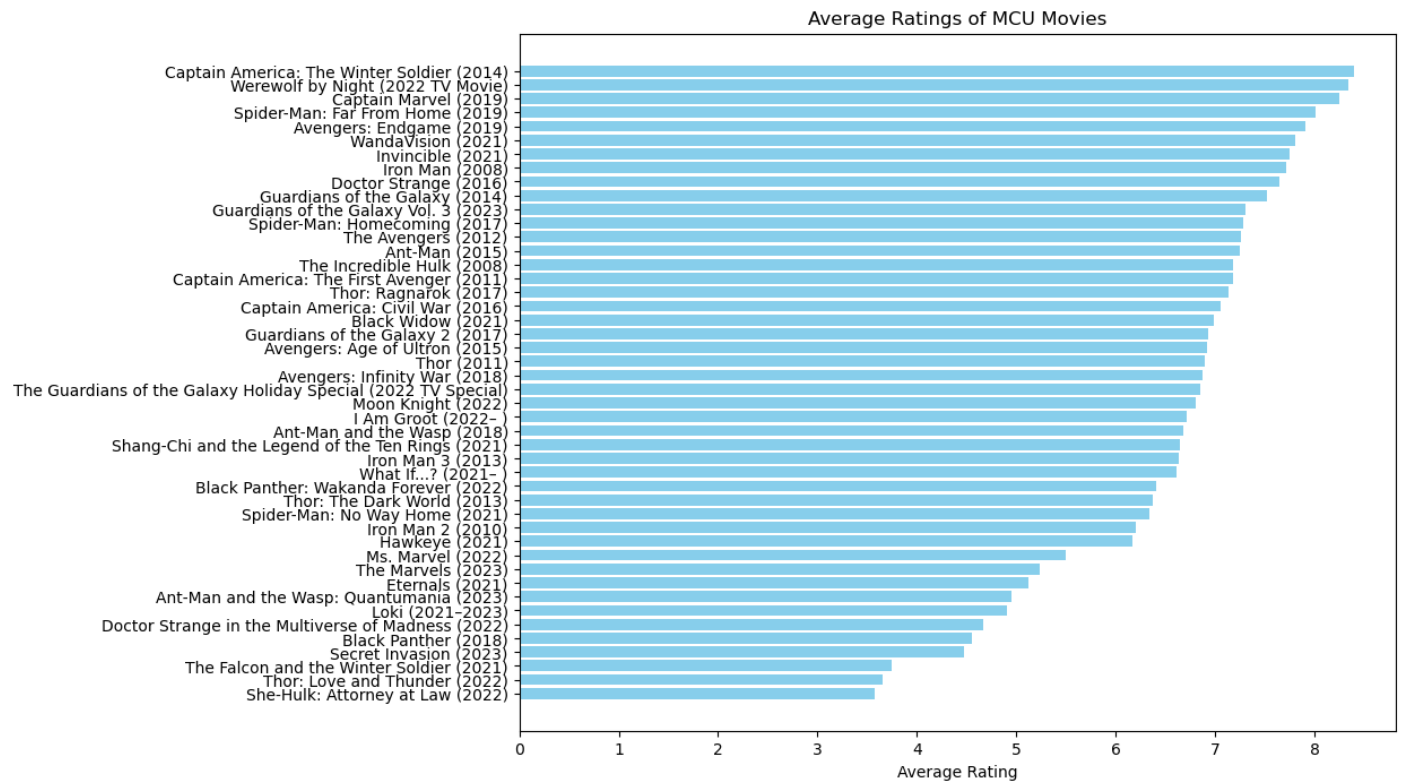
The analysis might reveal that the creative direction of disney has shifted away from audience preferences over time. When analyzing the ratings over time for their movies, we might be able to see if there has been an opinion shift occurring within the general populace or not.

Impact of Storytelling and Character Development:

The qualitative insights from reviews could indicate that the dissatisfaction stems from specific aspects of storytelling or character development in recent MCU movies. This could include repetitive plotlines, underdeveloped characters, or a perceived lack of depth in the narrative.

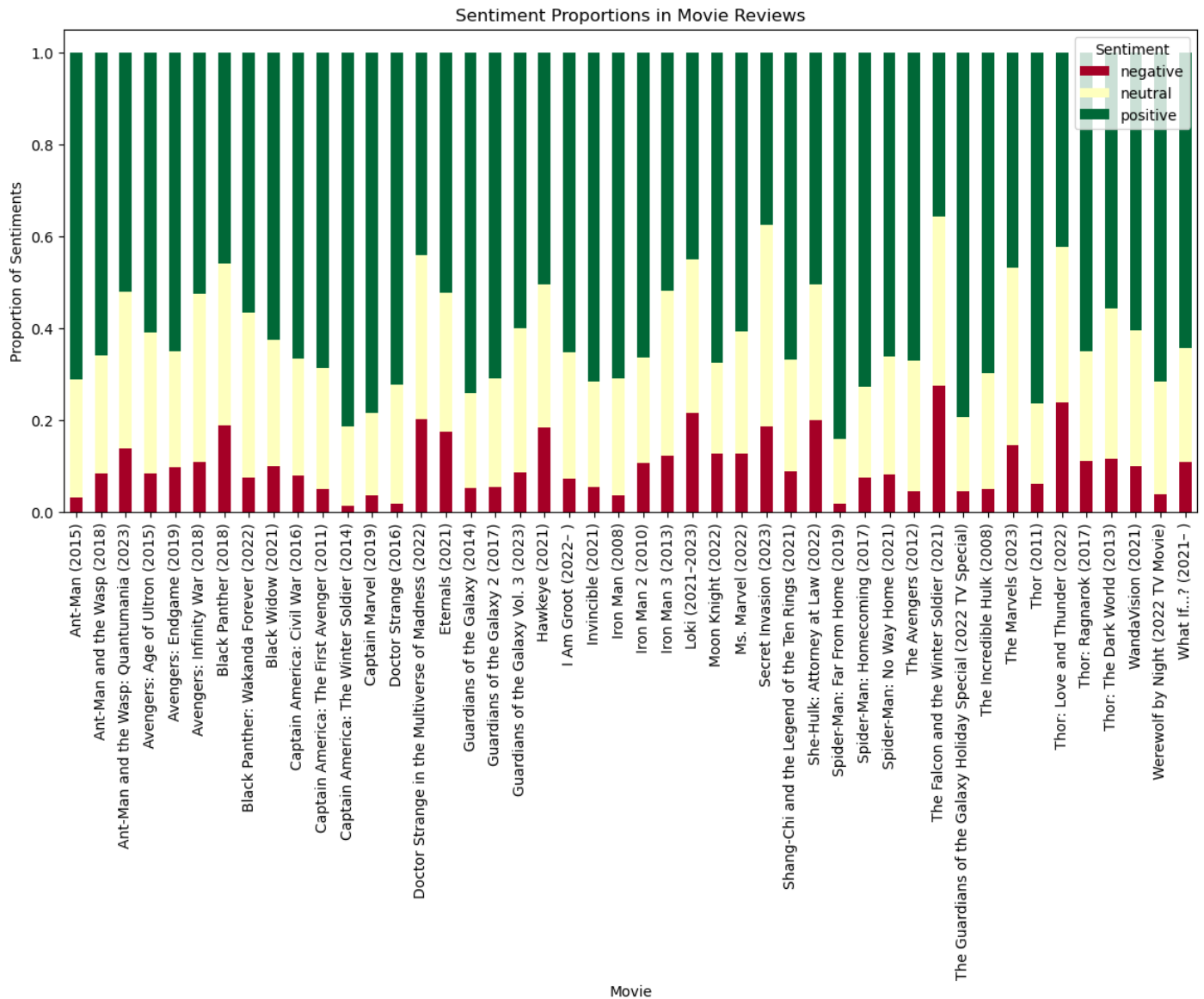
Comparison with Non-MCU Superhero Content:

By analyzing the reception of 'Invincible' alongside MCU movies, it might become evident that audiences are still interested in superhero content, but are seeking different themes, storytelling styles, or character arcs than what the MCU is currently offering.



We analysed the average ratings of MCU movies to better understand the popularity of the superhero movies. We needed to separate the low number of 10 star reviews of the earliest superhero movies from the fact that the superhero genre was quite new at the time.

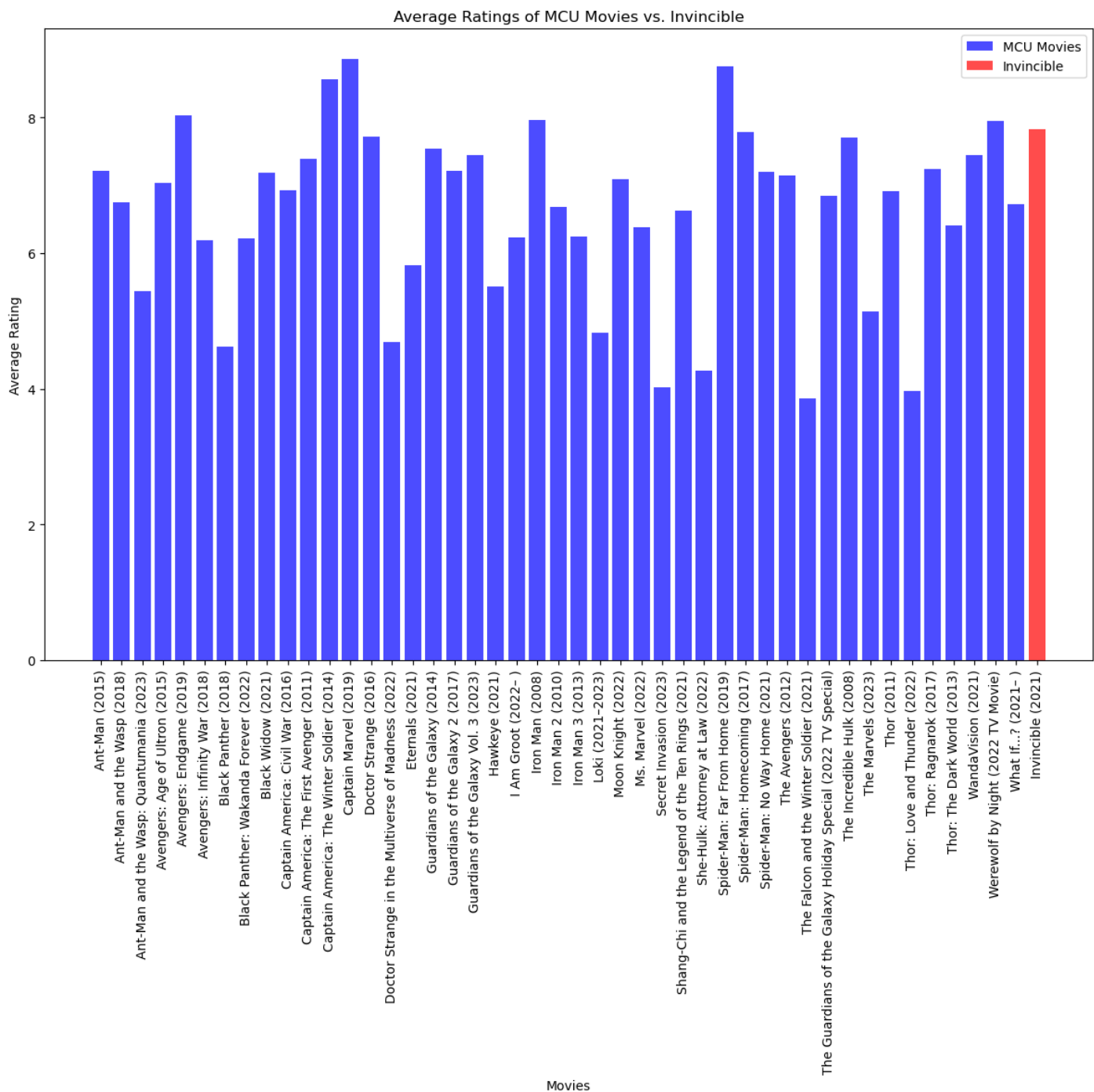
A good number of new movies, especially in the years after 2020 have average reviews below 5 star, which is not the case in older movies.



Here, the reviews for each movie were categorised into, positive (polarity>0.1), negative (polarity<-0.1) and neutral based on polarity values

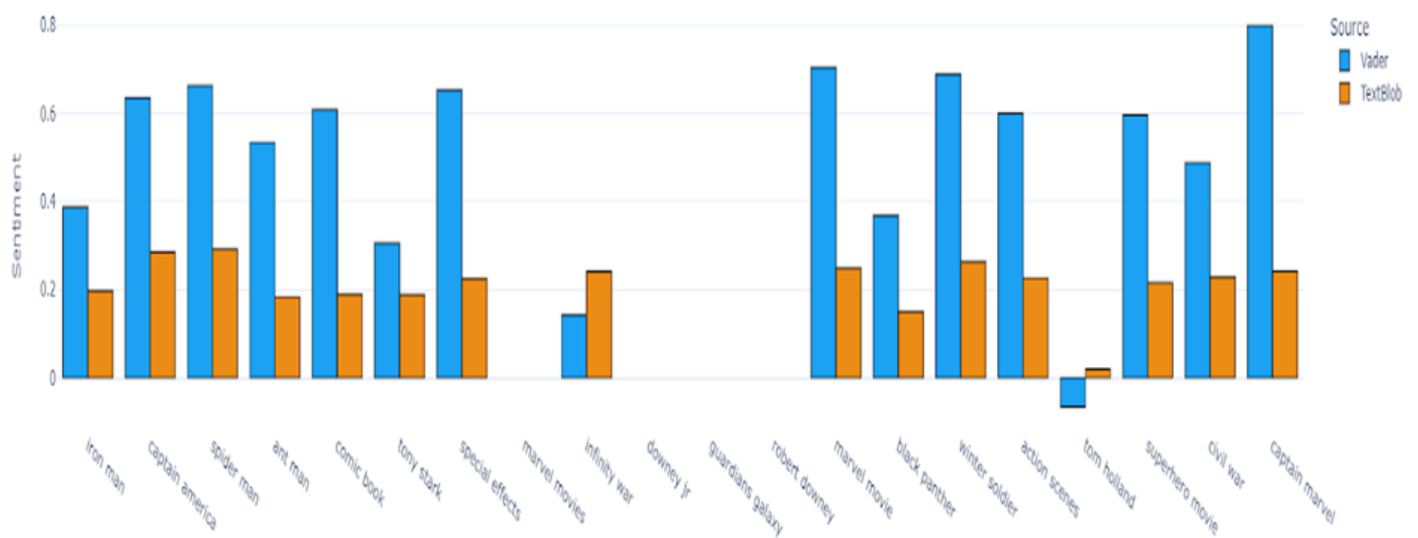
We can observe 'Spiderman: Far from home' to have a large proportion of positive sentiments and a small proportion of negative sentiments.

Also, 'The Falcon and the Winter Soldier' seems to have a higher proportion of negative sentiments expressed in its reviews compared to the rest.

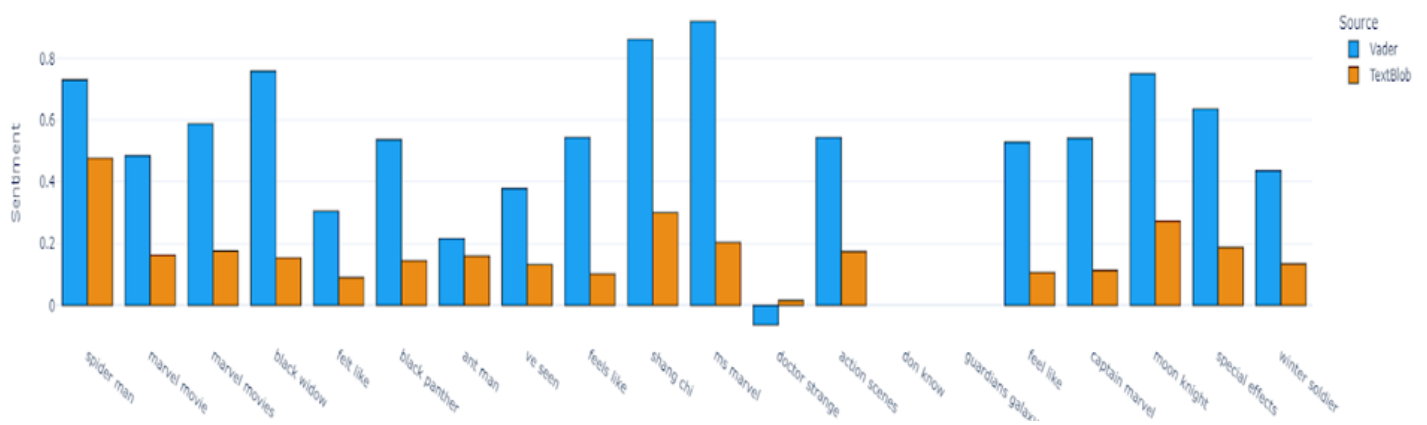


Shown above is the average rating for by each Marvel movie/ series alongside ‘Invincible’

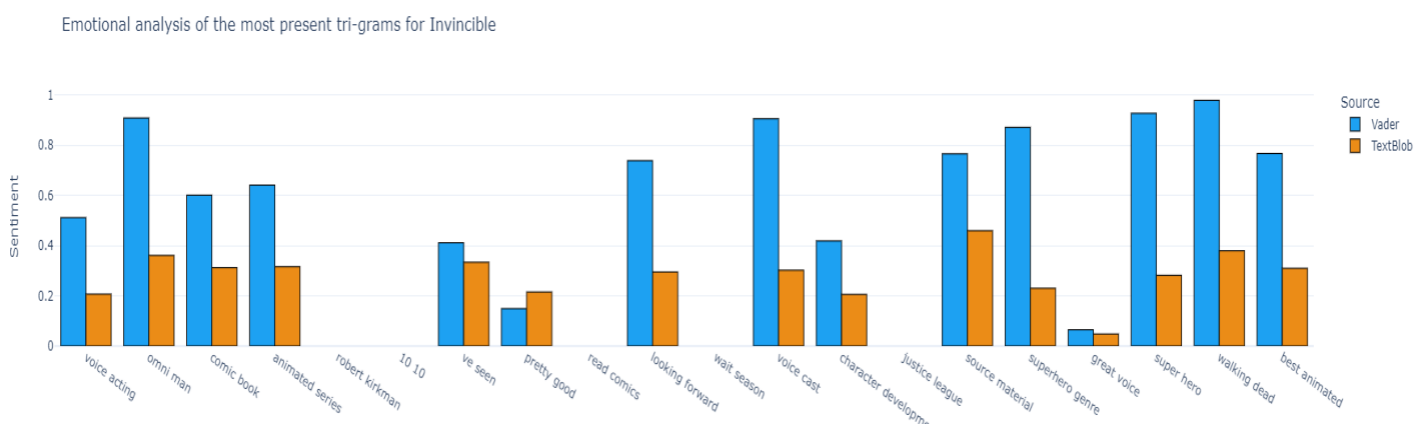
The non - MCU series Invincible has a higher average rating than most MCU media but it’s the highest when compared to the Movies and TV series that were released during that particular time. This is sufficient to prove that “superhero fatigue” is not the main reason behind the decline of MCU media.



Shown above is the polarity plot for top 20 bigrams in movies upto 'Spiderman: Far from home' as topics



Shown above is the polarity plot for top 20 bigrams in movies post 'Spiderman: Far from home' as topics. We observe a slight negative sentiment towards Doctor Strange



Shown above is the polarity plot for top 20 bigrams as topics in 'Invincibles'. The audience seems to appreciate the voice cast a lot as many topics include it in some form.

The emotional analysis of tri-grams shows that vader had a higher positive sentiment than TextBlob on both. Vader performs better at capturing casual tones like social media texts and that's why we rely more on Vader here as audience reviews are usually casual in tone.

Which conjecture you used as the basis of developing your model? Why?

Conjecture: "The outcome of this analysis could provide valuable insights for Disney and other studios on how to innovate within the superhero genre, potentially leading to a resurgence in interest if new creative directions are embraced". Analysing current trends and audience reactions could yield insights for innovation in superhero content. This is an educated assumption based on the general principle that audience preferences drive successful content creation. However, it is not a guaranteed outcome. The success of new creative directions in the superhero genres would depend on various factors. So, the conjecture is grounded in the understanding that audience engagement and interests are critical in the entertainment industry, and adapting to these interests is key to maintaining or increasing popularity.

How does the model tie in with the business proposition?

The primary value of the model lies in its ability to provide Disney with data-driven insights into audience sentiment. By understanding how different creative decisions in the Marvel Cinematic Universe are received by the audience, Disney can make more informed choices about future films and strategies. This is particularly relevant given the report's hypothesis that recent declines in MCU's success are due to creative decisions rather than a general superhero fatigue.

Also, the model can help Disney to fine-tune its storytelling. By analysing sentiment around specific characters, plot lines, and themes, the model can guide Disney in crafting stories that resonate more deeply with the audience. This approach can help reverse the declining trend by ensuring that new films align more closely with audience preferences.

Besides that, the ability to predict audience sentiment allows for more effective audience engagement strategies. Disney can use these insights to tailor its marketing campaigns, social media interactions, and fan events to better align with audience interests and sentiments, fostering a stronger connection with the fanbase.

In addition, the model's predictive capabilities offer a way to future-proof the franchise. By continuously analysing trends and sentiment, Disney can adapt more quickly to changing audience tastes, reducing the risk of future declines in popularity.

Although the models are specifically tailored for the MCU, the insights gained from this approach can be applied to other Disney franchises. This means that the investment in this model and approach has the potential to yield benefits across the company's entire portfolio, offering a robust tool for managing various intellectual properties.