

Letterboxd Viewing Habits Analysis

Raúl Selva

May 6, 2025

Abstract

This report analyzes film viewing patterns from 2013-2025 using data extracted from Letterboxd, collected with the `letterboxd_diary.py` script. The data was analyzed with `pandas` and visualized with `seaborn` and `matplotlib` via the `films_analysis.py` script. The analysis focuses on:

- Monthly viewing patterns.
- Changes in average ratings over time.

Analysis

1. Monthly Viewing Patterns by Year

Figure 1 shows the number of films watched each month, grouped by year. A clear spike in activity is observed every October for most years, which likely corresponds to Halloween-themed film marathons. This periodic behavior indicates a seasonal viewing preference.

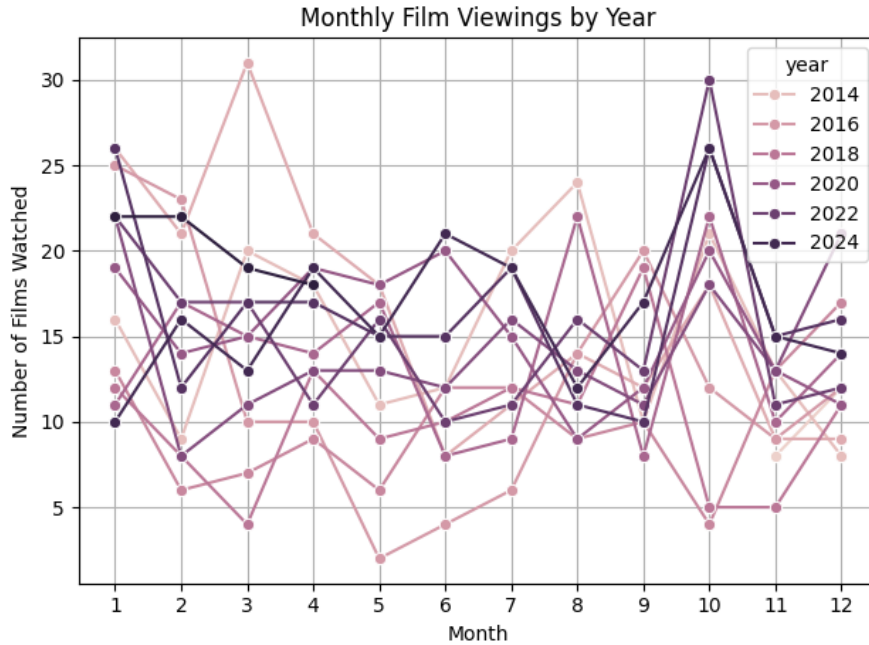


Figure 1: Monthly Film Viewings by Year

2. Rating Patterns by Month

Figure 2 displays a heatmap where the color intensity represents the average rating for each month (the darker the color, the higher the rating), and the numbers represents the amount of

films watched. The heatmap initially suggested a gradual decrease in average ratings. This may reflect an increase in critical standards by the user over time.

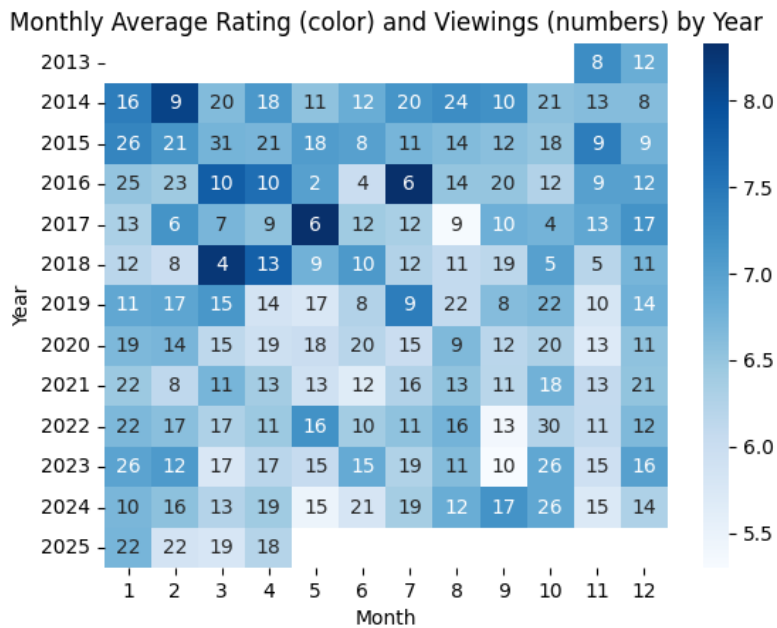


Figure 2: Monthly Average Rating (color) and Viewings (numbers) by Year

3. Confirming the Rating Decline

To further investigate the potential decrease in ratings, a third plot (Figure 3) was created to visualize the average rating over the years. This confirms a gradual downward trend, supporting the hypothesis that the user has become more critical or selective over time.

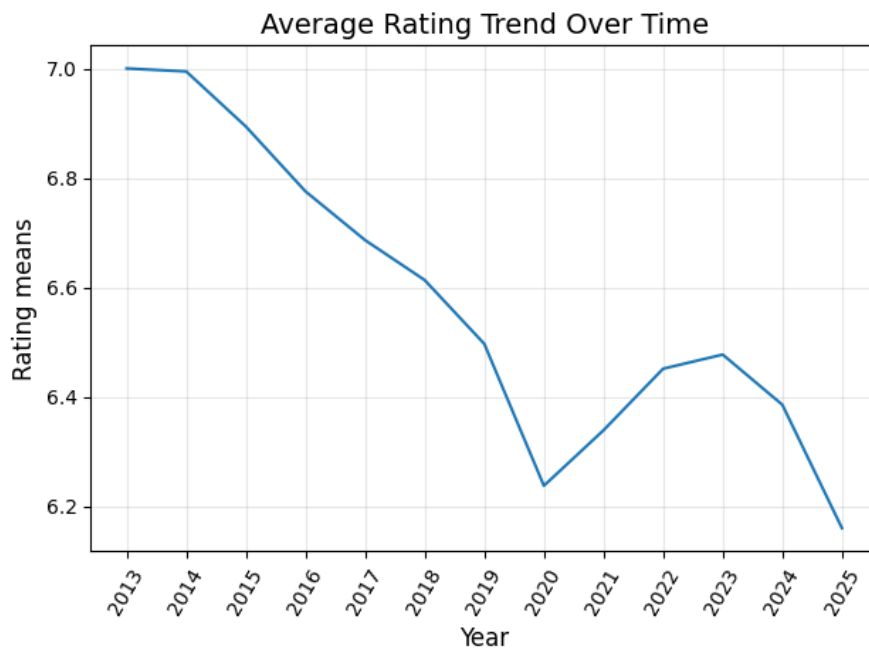


Figure 3: Average Rating Trend Over Years

Conclusions

The analysis revealed notorious trends:

- October consistently shows increased viewing activity, likely due to Halloween-themed film watching.
- A visible decline in average ratings over the years suggests the user has developed a more strict judgment evaluating films.

Repository: <https://github.com/Carbonard/python-exercises-collection>