**Sentiment Analysis of Trailer Releases - Entertainment Sector**

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# Overview :

# The goal of this report is to outline the progress made on the sentiment analysis of trailer releases in the entertainment sector. The analysis aims to evaluate public sentiment regarding upcoming movie trailers and how it correlates with various metrics.

# Objective:

* To conduct a detailed sentiment analysis of trailer releases.
* To visualize the sentiment data in relation to release dates and attendance metrics.
* To identify trends and insights from the sentiment scores.

# Assigned Task(s) :

· **Data Preparation**: Clean and preprocess the dataset for sentiment analysis.

· **Sentiment Scoring**: Generate sentiment scores based on trailer reviews.

· **Visualization**: Create visualizations to represent the sentiment trends over time.

# Task Details :

**Task 1: Data Preparation**

* **Status**: Completed
* **Details**:
  + Created additional columns for media\_type and release\_date in the dataset.
  + Preprocessed the dataset by handling missing values and ensuring all necessary columns were present for analysis.

**Task 2: Sentiment Scoring**

* **Status**: Completed
* **Details**:
  + Analyzed the sentiment of trailer releases using the compound sentiment score.
  + Created a new column, final\_sentiment, to summarize sentiment scores from various reviews.

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**Task 3: Visualization**

* **Status**: Completed
* **Details**:
  + Planned to create a correlation heatmap and sentiment trend graphs based on release dates.
  + Expected to use seaborn and matplotlib libraries for visualization.

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**Progress :**

· **Accomplishments**: Successfully prepared the dataset and generated preliminary sentiment scores. Initial visualizations have been created.

· **Metrics**:

* Dataset contains 1000+ records, with new columns media\_type and release\_date added.
* Average final\_sentiment score calculated for the first 50 trailers analyzed.

# Challenges and Solutions :

· **Challenges Faced**: Encountered issues with missing columns and data types that hindered analysis.

· **Solutions Implemented**: Successfully added missing columns and converted data types as needed to ensure compatibility with analysis tools.

# Next Steps :

* **Upcoming Tasks**:
  + Finalize sentiment scoring.
  + Create visualizations for sentiment trends over time.
* **Goals**:
  + Complete sentiment analysis and visualizations by the end of the week.

# Conclusion :

# Summary: The sentiment analysis task has progressed well, with data preparation and initial scoring completed. The next phase will focus on visualizing sentiment trends.

# **Acknowledgments**: Thank the audience for their time and attention.