WAKANDA FOREVER

An Analysis of Twitters Perception of the Movie from 11th November to 25th November

By

Dakim Dung

Student-Civil Engineer | Geospatial and Data Analyst

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Table of Contents

Introduction

After being released on November 11, 2022, the movie shattered the previous record for the greatest November release launch with an estimated $330 million in its opening weekend. This project's objective was to gauge Twitter user reactions to Marvel's Black Panther: Wakanda Forever within the first two weeks of its release. To do this, final tweets on the movie from November 11 to November 25 were gathered and examined.

Tweet Scrapping

I intended to scrape 50,000 tweets on November 11, 2022, however the code finished scraping at just over 6,140. (Guessing that was the max available due to my search query.). Using the Python function **snscrape**, I gathered, tweet.date, tweet.content, tweet.user.username, tweet.user.location, tweet.retweetcount,

Tweets.coordinates.

Visualization

After cleaning and processing the tweets in jupyter notebook, the data was transferred to Tableau for visualization and production of a dashboard.

Objectives

This analysis was performed to demonstrate how Twitter users felt about the movie.

The objective was to determine:

- Discovering the most active tweeting days.
- Most discussed cast.
- Attitudes of viewers toward the program.
- Location with the most tweets
- Twitter's overall response to the movie discussion.

Business use case

Any business with a social media presence can use this study to forecast customer sentiment (i.e., whether their customers are satisfied or not) regarding a Product or Service. Without requiring humans to manually read through tens of thousands of tweets and customer evaluations, the procedure might be carried out automatically using data analytics.

Analysis Approach

Tweets Mining • Data Cleaning • Tweets Processing • Data Exploration • Location Geocoding • Sentiment Analysis • Tableau Dashboard
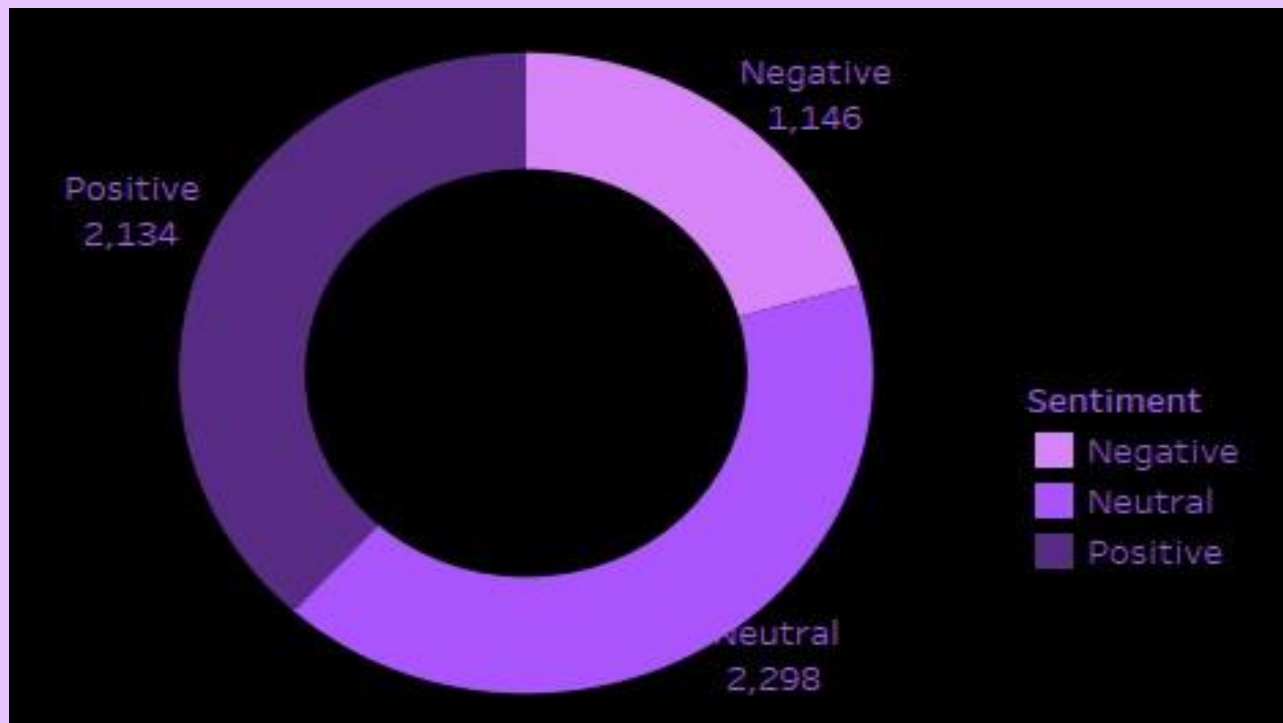
KEY FINDINGS

Viewers Sentiment

From my analysis, 2134 of tweets had Positive comments about the movie, 2298 had neutral comments while 1146 reacted negatively to the movie. This analysis was done using a Natural Language Processing tool (Textblob) that could determine if a tweet is Positive, Negative or Neutral.

Location of Tweets

A greater percentage of tweets were made from America (North and south), while the rest was shared across the other continents
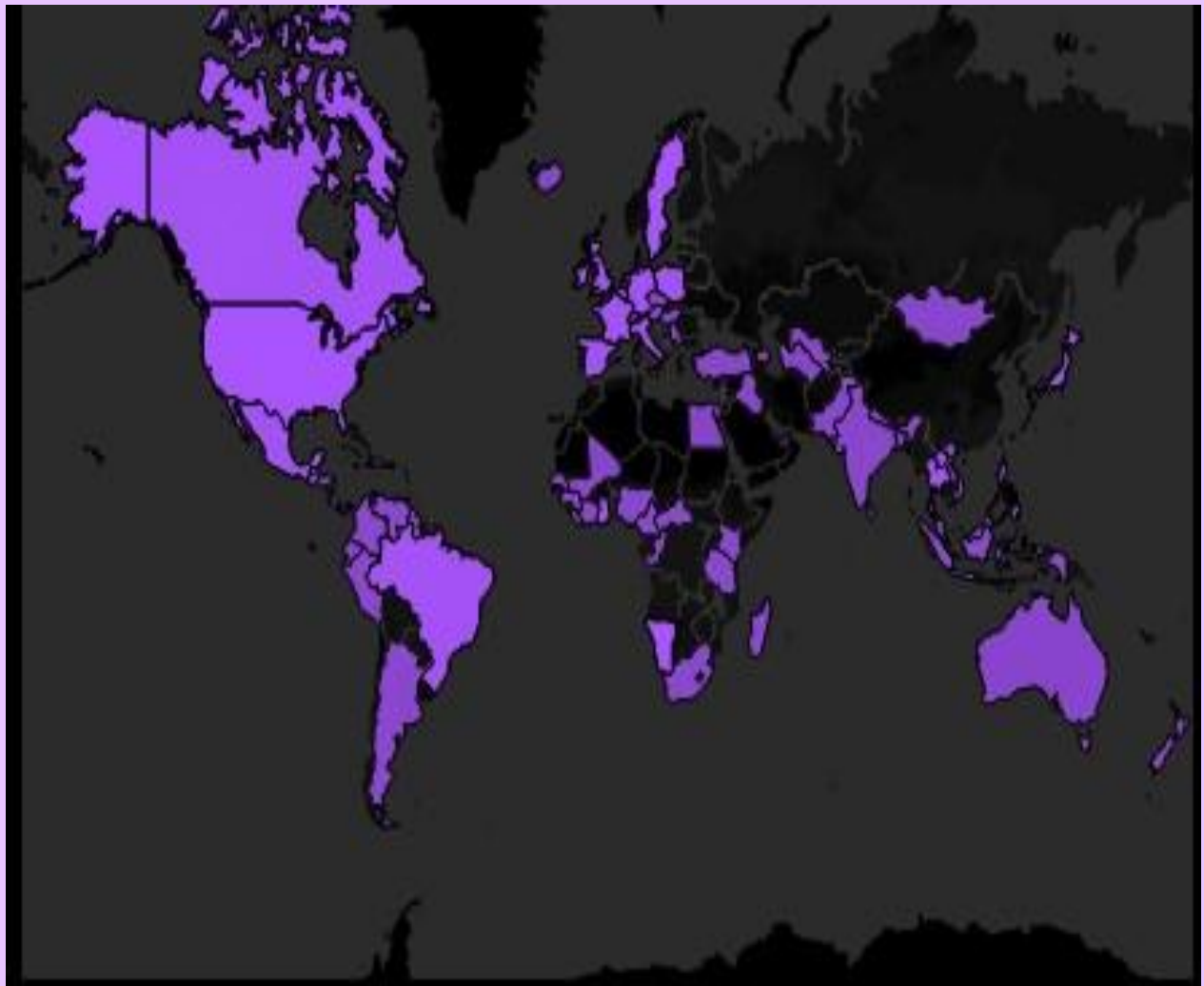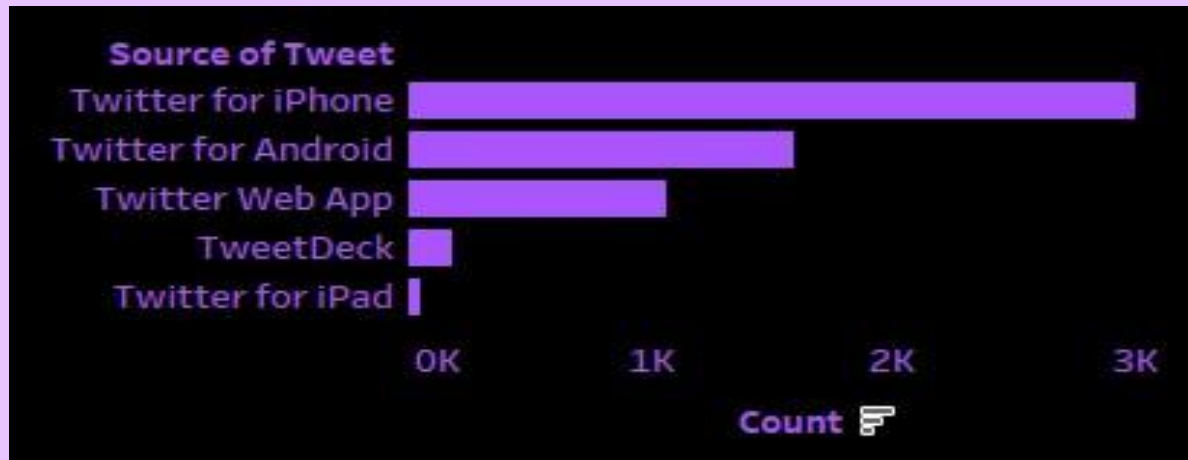
Popular Cast

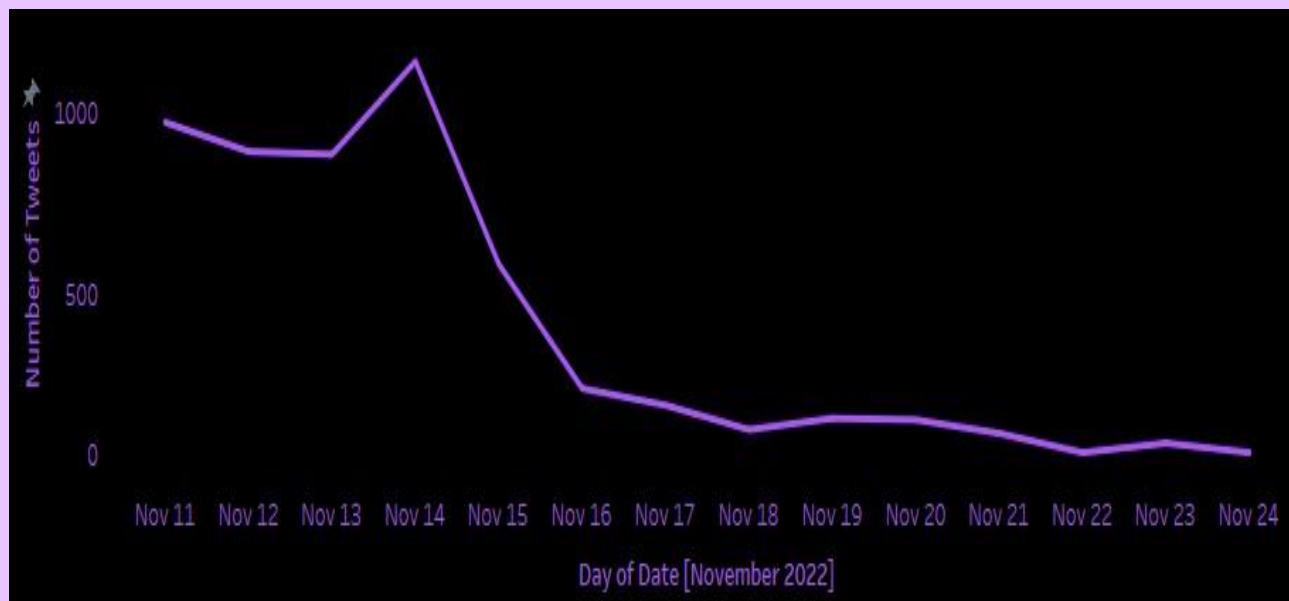The most popular cast is Tenoch Huerta, who played the character Namor.

Source of Tweets

It was not a surprise to see that the top two (2) sources of tweets came from mobile phones.

Days of Tweets

There was an increase in the first four (4) days of release with November 14th as the day with the most tweets.

CONCLUSION

Generally, the movie did well in terms of social media presence. Kudos!! to the marketing team behind the movie.

APPENDIX

Appendix 1: *Dashboard*