

Sentiment Analysis of "Taare Zameen Par"

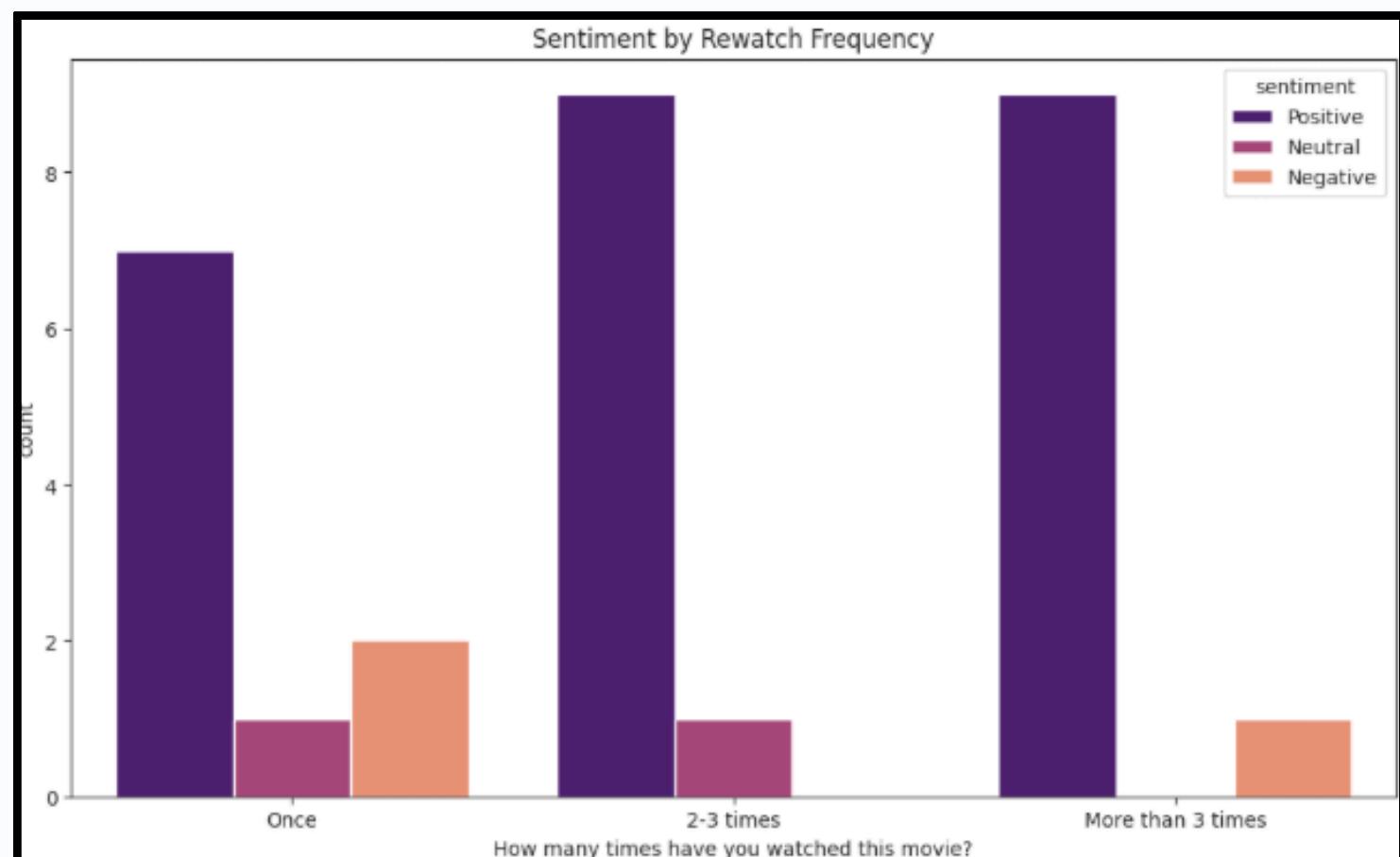
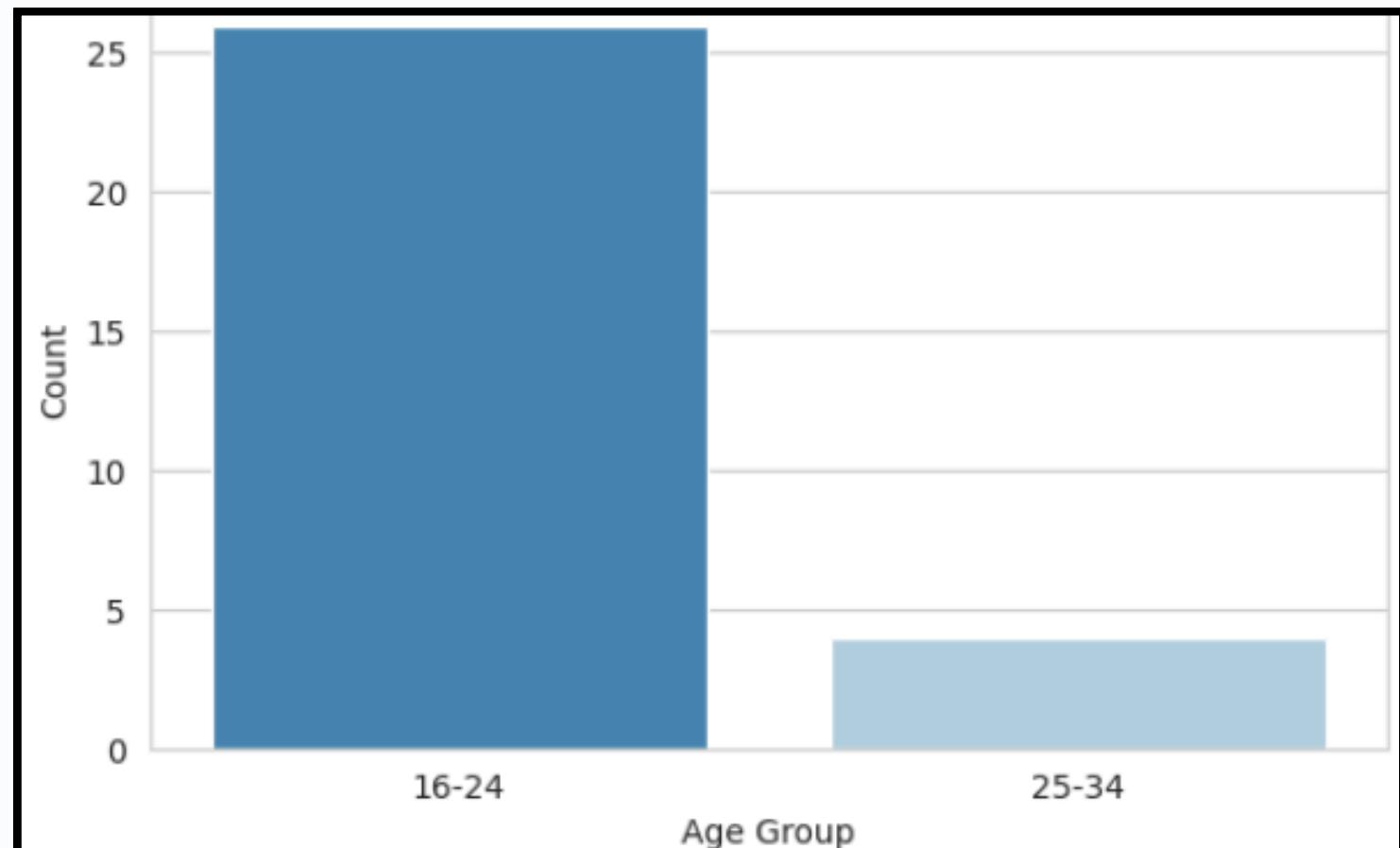
An Exploratory and Predictive
Analysis of Audience Reception



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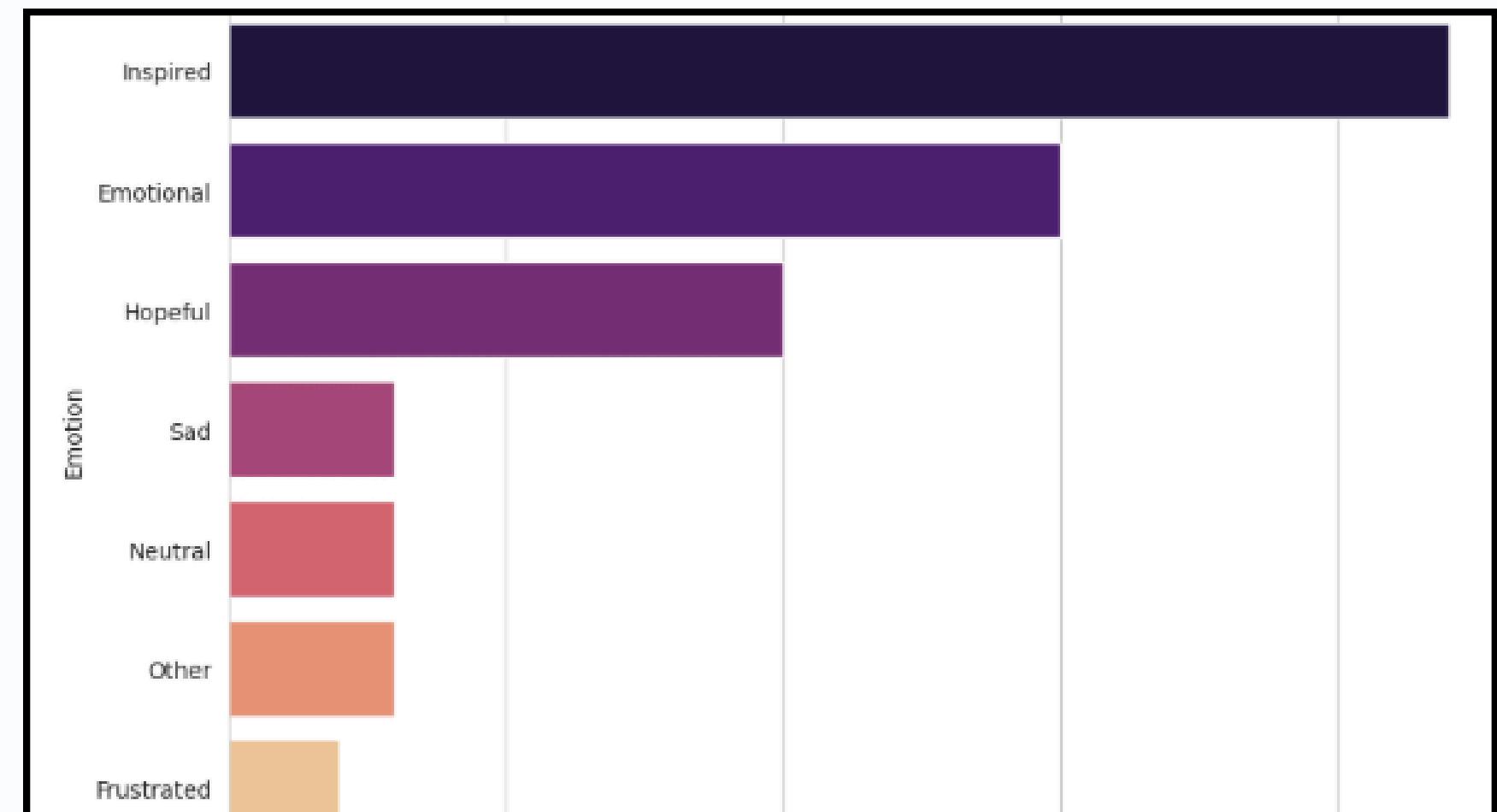
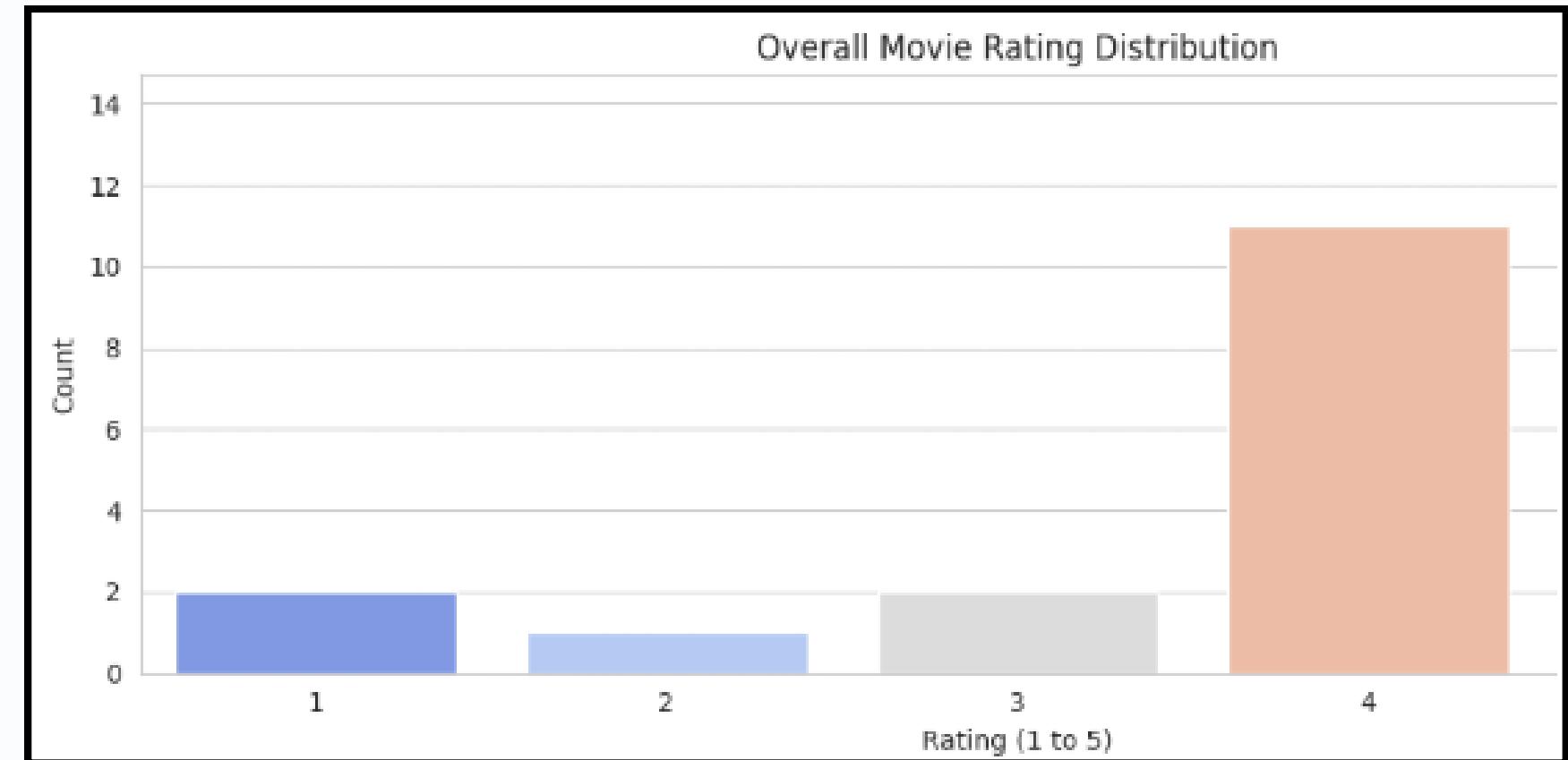
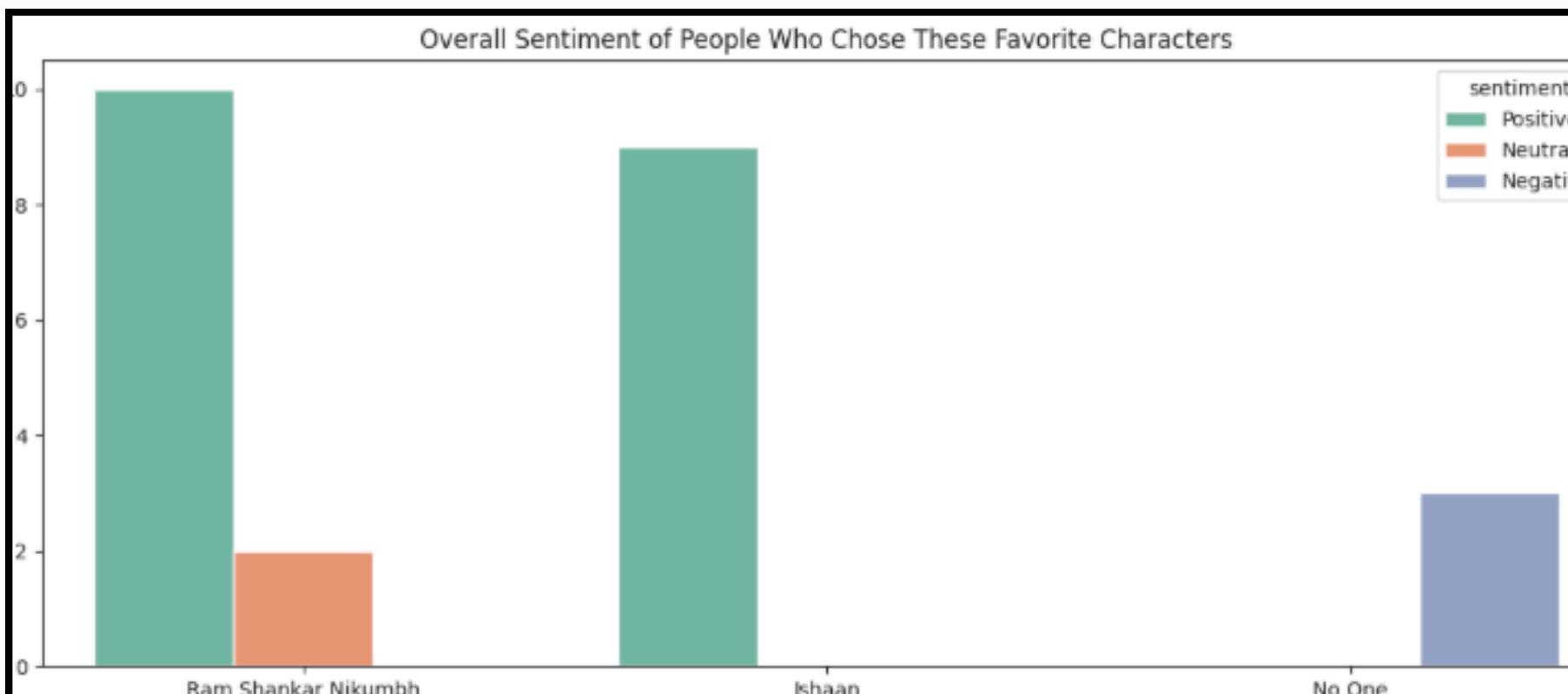
Project Overview & Audience Profile

- **Objective:** To analyze survey data from 30 respondents to understand the key drivers of audience opinion for "Taare Zameen Par."
- **Audience Snapshot:** The data reveals a distinct and highly engaged core audience.
- **Demographics:** Predominantly young (16-24 age group) and heavily skewed towards female viewers.
- **Engagement:** Exceptionally high, with two-thirds of viewers rewatching the film.



Film Reception & Emotional Impact

- **Overall Reception:** Overwhelmingly positive, with most viewers giving the film a top rating (4 or 5 out of 5).
- **Emotional Core:** The primary emotions evoked were Inspirational and Hopeful, driven by the two fan-favorite characters, Ram Shankar Nikumbh and Ishaan.



Sentiment Analysis: Approach & Results

Goal: To predict sentiment (Positive, Neutral, Negative) from the text of written reviews.

Model	Technique	Accuracy
Count Vectorizer	Simple word counts	62%
TF-IDF Vectorizer	Weighted word importance	75%
BERT	Contextual understanding	89%

Key Finding: The BERT model performed significantly better, proving that understanding the context of the reviews is crucial for accurate sentiment prediction.

Key Drivers & Conclusion

- **What Drives Positive Sentiment?**

- A strong connection to the lead characters and appreciation for the film's sensitive portrayal of dyslexia.

- **What Drives Negative Sentiment?**

- Disagreement with the film's critique of the education system and a failure to connect with any character.

Conclusion: The film's success is anchored in its inspirational narrative and beloved characters. For future analysis, advanced models like BERT are essential for capturing the true voice of the audience from nuanced text data.