

Tomatometer Movie Rating

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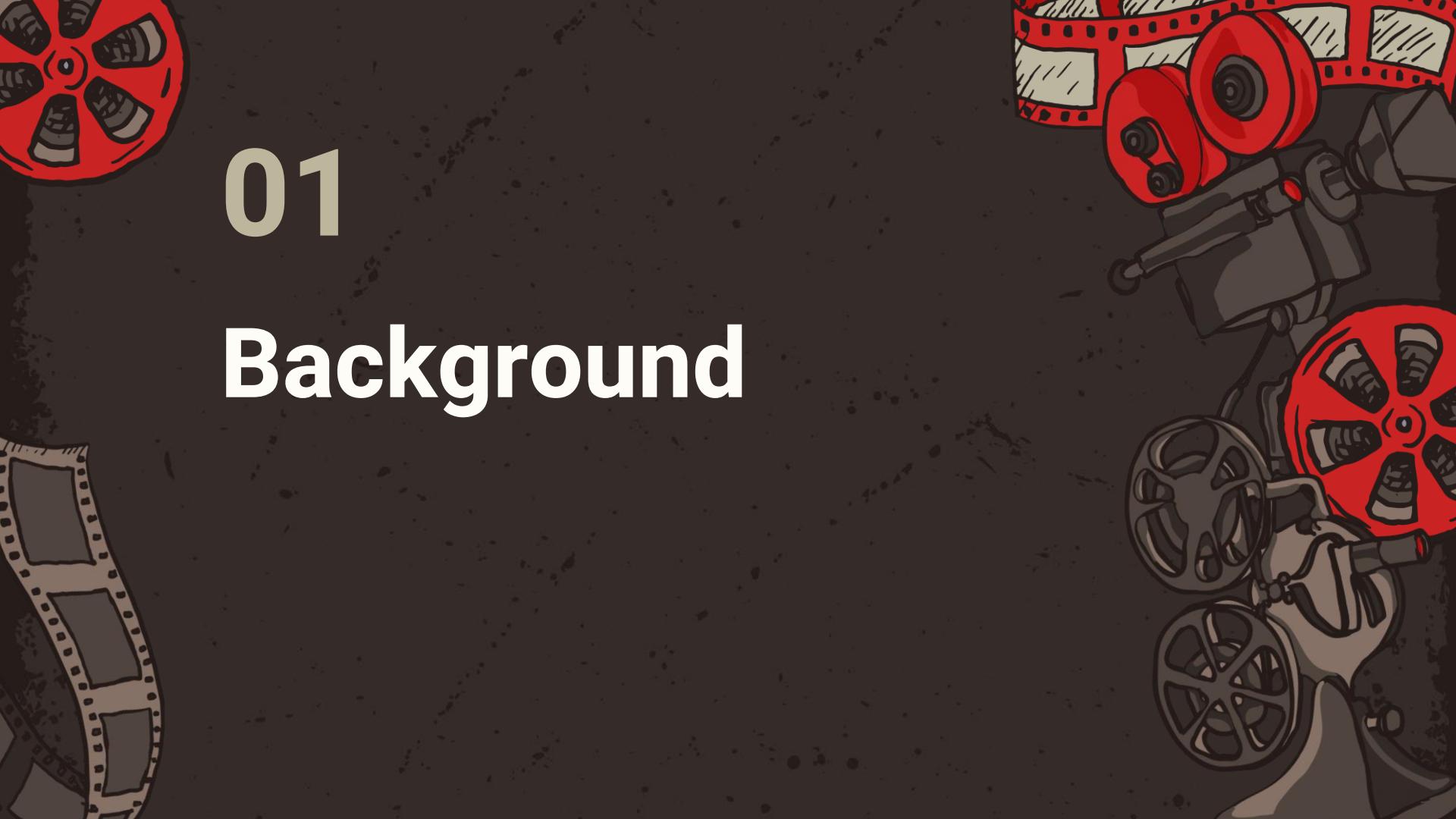
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01

Background

The objective of analyzing this extensive dataset of 15,000+ movies reviewed by Rotten Tomatoes is to gain insights into the film industry. By examining film details, ratings, genres, directors, cast, and audience feedback, we can identify trends, evaluate critical acclaim (as indicated by the “Tomatometer” status), and understand audience preferences. This analysis can inform decisions related to film production, marketing, and distribution, ultimately enhancing the cinematic experience for viewers.



Data Source: kaggle.com/datasets/shivavashishtha/movies-data/data

02

Understanding KPIs & Goals

KPIs

Tomatometer Status

This KPI measures the percentage of approved critics who have given the film a positive review, which is crucial for understanding critical reception.

Genre Performance

By monitoring the performance of various genres, studios and distributors can make informed decisions about which types of films to produce, promote, and distribute.

Audience Ratings

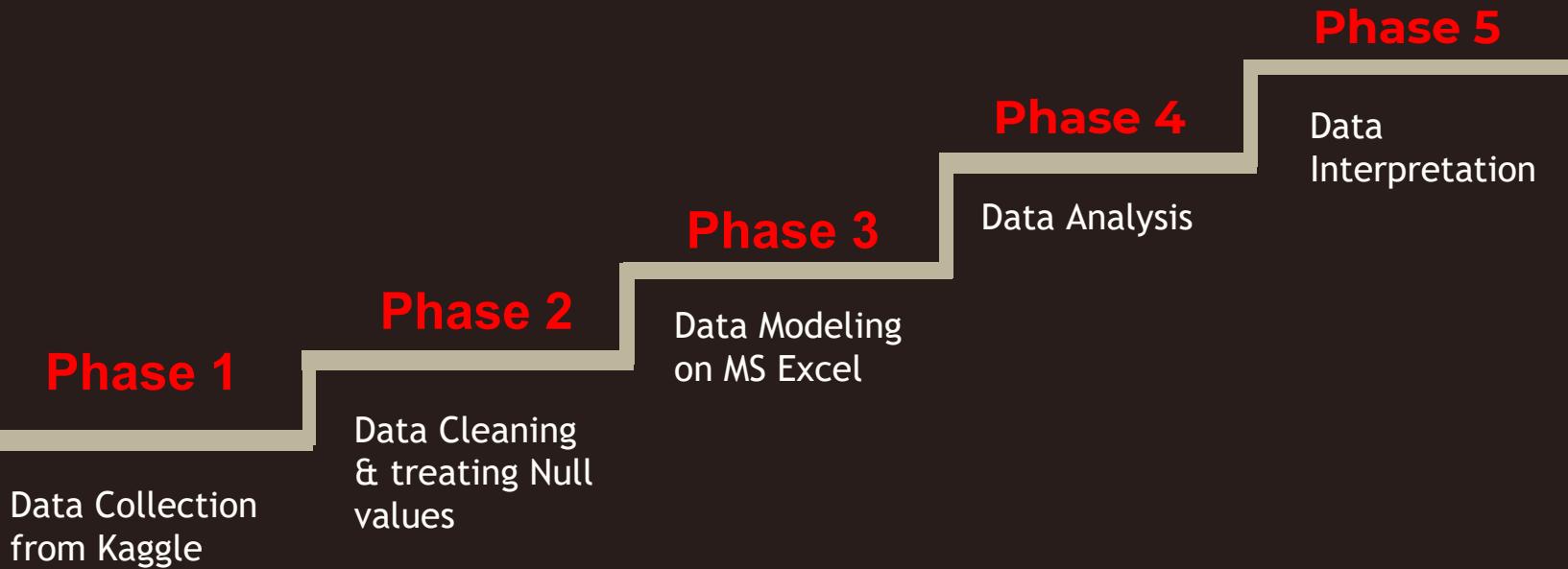
The average rating given by the audience can provide insights into viewer satisfaction and preferences

Time period

By tracking the release time period as a KPI, studios and distributors can make strategic decisions about when to release a movie to achieve the best possible outcome.

03

Methodology



04

Problem Statements

1. What does the distribution of films look like by rating? The primary genre? (hint: use the first genre listed)
2. What % of films received a Certified Fresh Tomatometer rating? What about Rotten?
3. Explore new film releases over time. How has the volume of releases by month trended over time? What year/month were the newest films released?
4. Compare average Tomatometer ratings by Studio. Which studios produce the highest-rated films, on average? The lowest?
5. Compare the Tomatometer ratings against audience ratings. Which films showed the largest discrepancies between audiences and critics?
6. Explore the critic's consensus rating: what language is used most often?

“In the world of cinema, data analytics is the director behind the scenes, orchestrating every frame to ensure the audience’s applause.”



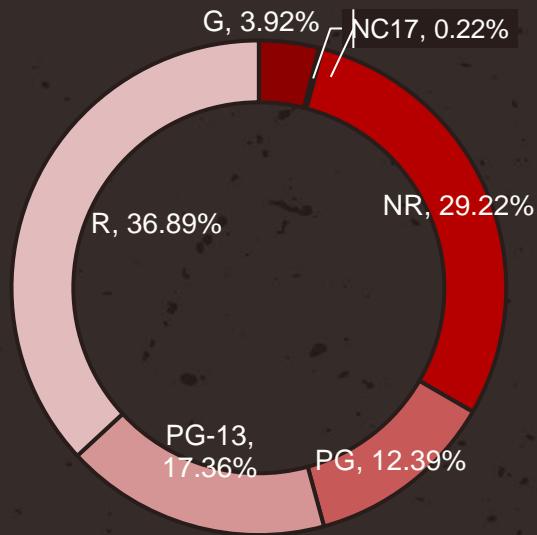
05

Data Analysis

16,638

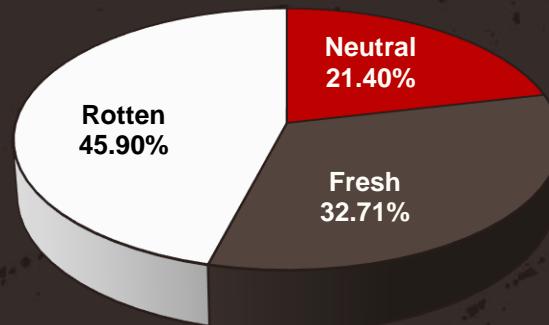
Total no. of movies released from 1914 – 2019

Films distribution as per Rating



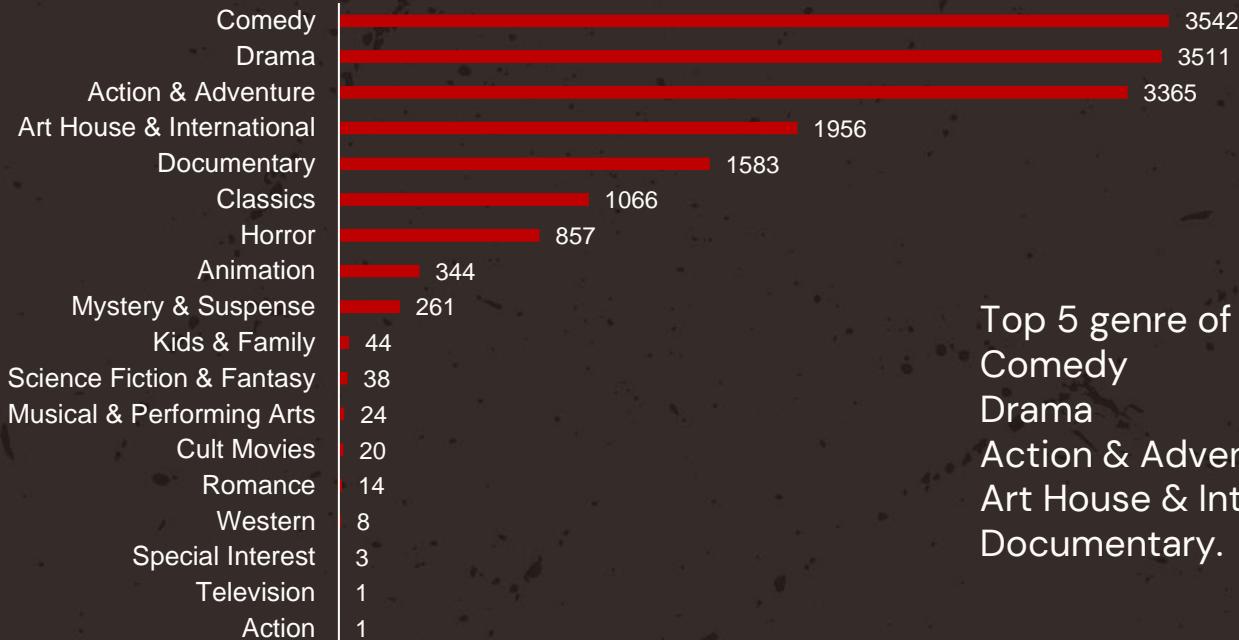
36.89% movies are of Restricted category which requires parental guidance for kids under 17 yrs, and are unsuitable for kids under 6 yrs of age.

Films distribution as per Tomatometer Rating

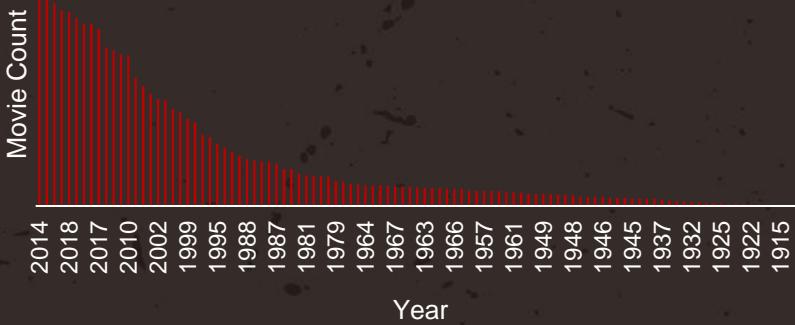


During the years from 1914 – 2019, 45.90% movies are rotten and only 32.71% are under fresh category.

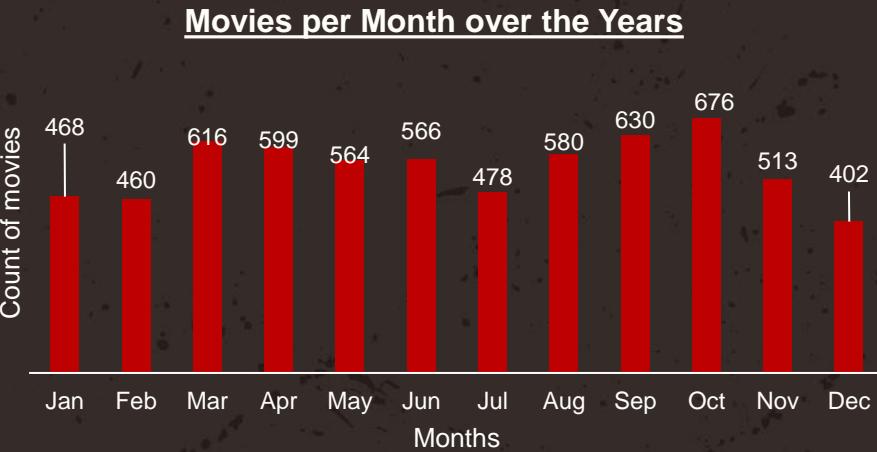
Films distribution as per Genre



Top 5 genre of movies are:
Comedy
Drama
Action & Adventure
Art House & International
Documentary.

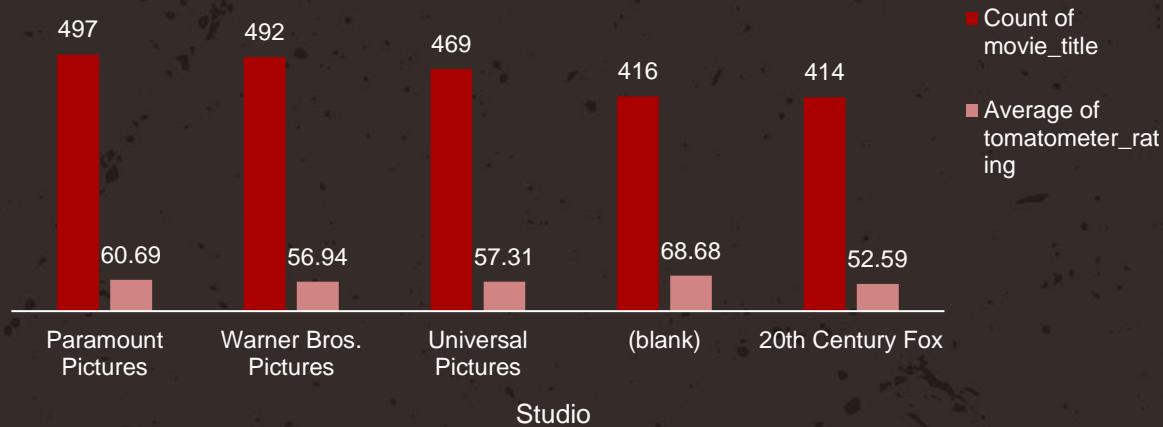


Maximum no. of movies are released between the years 2009 – 2014.



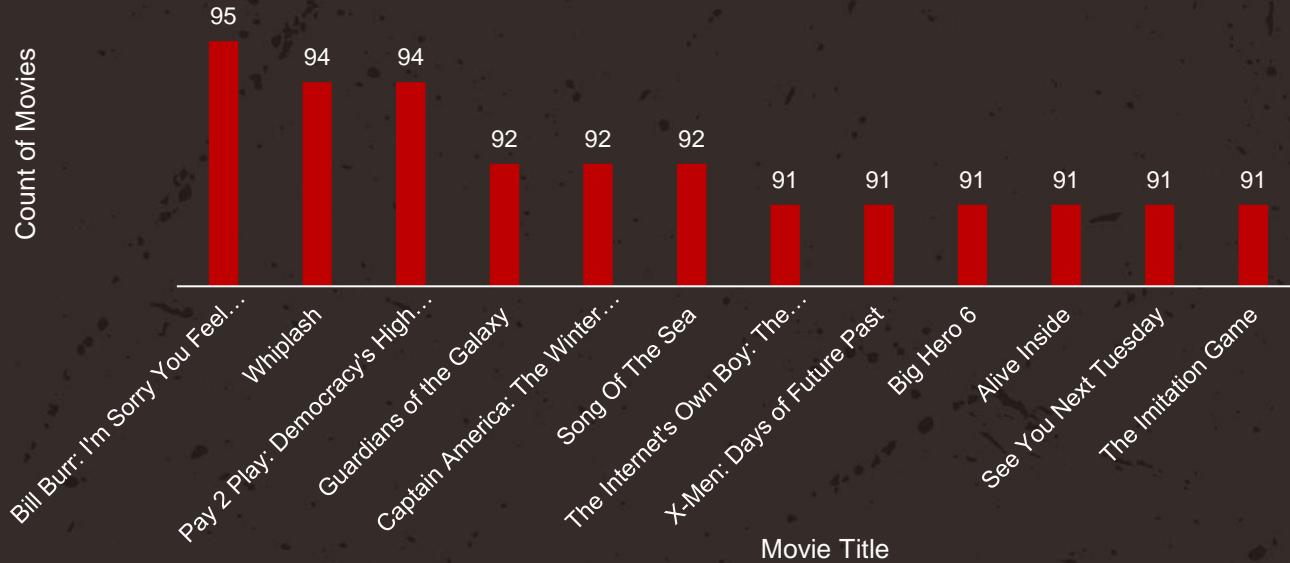
By analysing the last 10 years (2009 – 2019) data, it has been seen that maximum movies are released in the months of March, September & October suggesting a seasonal trends.

Avg. Rating & Movie Count produced by Studio



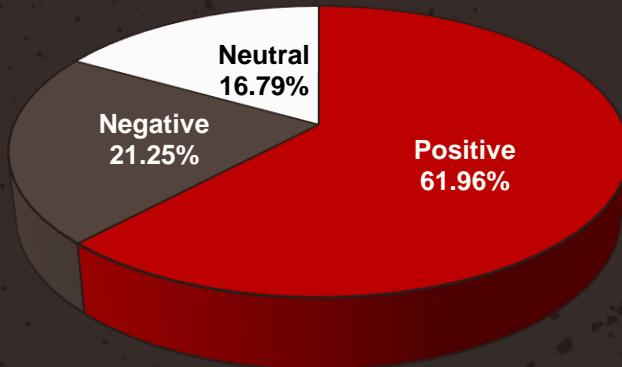
As per Tomatometer Rating, **Paramount Pictures studio** has obtained the maximum rating over the years.

Top 10 Movies in 2014



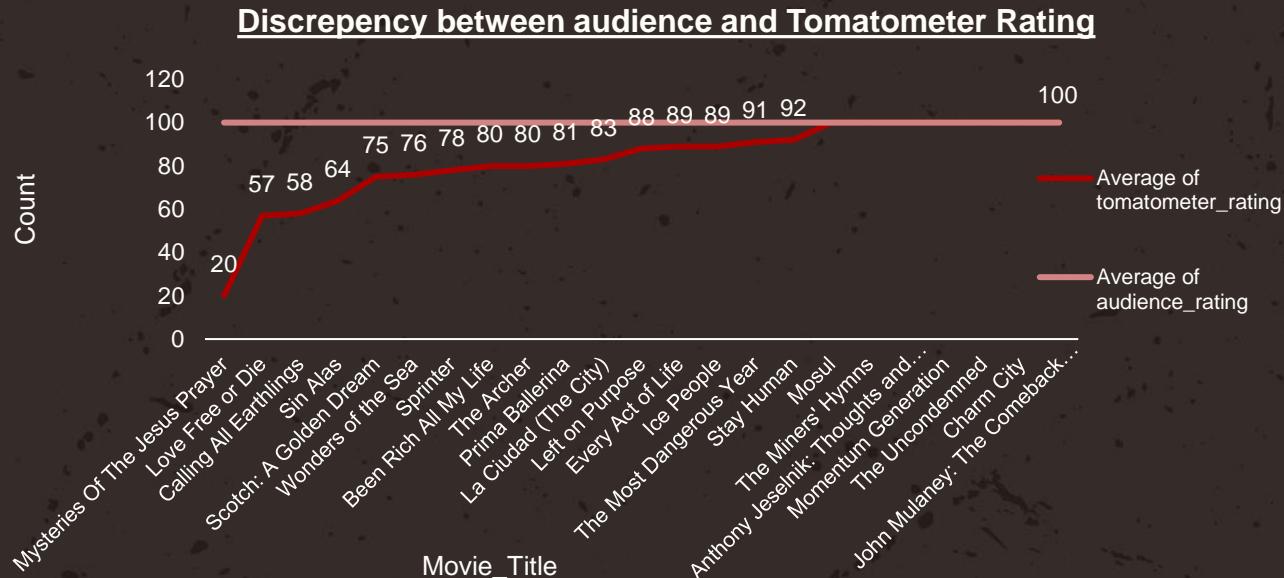
In 2014, maximum no. of movies are produced, out of which '**Bill Burr: I'm Sorry You Feel That Way**' received the maximum Tomatometer rating.

Sentiment Analysis of Critics



Here, I performed sentiment analysis by using Azure Machine Learning tool on 8309 records of critic comments.

To get a cleaned data analysis of critic consensus I deleted 8329 records of data which did not contain the critics' comments.



In this chart, I analysed the discrepancy between audience and Tomatometer ratings.

There were 252 records of films which had no audience ratings, so I deleted these records to make the data more consistent and filtered the data on the basis of Top 10 audience rating and sorted the Tomatometer rating in ascending order.

And it is found that the greatest discrepancy is seen in the movie named '**Mysteries of The Jesus Prayer**'.

06

Recommendations to Movie Makers

- **Diversify Ratings:** Considering 36.89% of movies are Restricted, diversifying the ratings could attract a wider audience, including families.
- **Improve Quality:** With 45.90% of movies rated as rotten, focus on quality content to increase the percentage of movies in the fresh category.
- **Genre Focus:** Given the popularity of Comedy, Drama, Action & Adventure, Art House & International, and Documentary genres, prioritize these in production to align with audience preferences.
- **Release Timing:** Leverage the trend of most releases in March, September & October to plan strategic release dates.
- **Leverage Success:** Emulate strategies from studios like Paramount Pictures which have high Tomatometer ratings.
- **Address Discrepancies:** Investigate discrepancies between audience and Tomatometer ratings to better meet audience expectations.

Thanks!

Do you have any questions?



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