**Problem**

We are given the data of ratings and reviews for 15,000+ movies reviewed by Rotten Tomatoes. Each record includes film details (title, description, rating, genre, directors, cast, release date, studio, runtime, etc.), as well as featured reviews, "Tomatometer" status, and audience ratings. The problem is to generate the insights from this data.

**Executive Summary**

This report embarks on a comprehensive analysis of the wealth of data provided by Rotten Tomatoes, delving into the intricate details that shape the cinematic landscape. By examining key elements such as film details (title, description, rating, genre, directors, cast, release date, studio, runtime, etc.), featured reviews, "Tomatometer" status, and audience ratings, we aim to uncover patterns, trends, and insights that define the success and reception of movies within this extensive collection

**Key Findings**

1. Among all the movies and TV shows, the most watched genre is Comedy.
2. The movies and TV shows rated as R are among the top with 6137 tomatometer count, followed by NR with the same as 4862.
3. Among all, about 17.77 % are Certified Fresh, 38.75% as Fresh and 43.47% as Rotten by Rotten tomato according to their tomatometer status.
4. Among the monthly releases, January leads with 11.47% releases. October, 2014 stands out as the month of maximum releases among these years.
5. Paramount Pictures is the highest rating studio with 279 movies count.
6. From 8309 critics consensus comments, 81% that is 5148 is positive.

**Insights**

The analysis reveals that comedy is the most popular genre among moviegoers, receiving the highest count of ratings. Filmmakers and studios should consider investing in comedies to attract more audiences. The analysis also shows that October is the month with the highest count of new releases, indicating that moviegoers are more likely to watch movies during this month. This insight can help studios and filmmakers plan their release schedules accordingly.

The analysis also reveals that there are discrepancies between Tomatometer ratings and audience ratings. Filmmakers and studios should take into account the opinions of both critics and audiences when evaluating the success of their movies. Additionally, the low rating of Sony Pictures Home Entertainment indicates a need for the studio to improve the quality of its movies.

**Recommendations**

Based on the findings, the following recommendations are made:

* Filmmakers and studios should focus on producing comedies as they are the most popular genre among moviegoers.
* Studios and filmmakers should plan their release schedules to coincide with the month of October when moviegoers are more likely to watch movies.
* Filmmakers and studios should take into account both the opinions of critics and audiences when evaluating the success of their movies.
* Sony Pictures Home Entertainment should improve the quality of its movies to increase its rating.

**Concepts Used**

VLOOKUP, COUNT, SUM, PIVOT TABLE AND CHARTS, SORT, FILTER, GRAPHS, AVERAGE, MAX, MIN etc.

**Conclusion**

In conclusion, this comprehensive analysis not only quantifies key metrics but also unravels the dynamic and subjective nature of the cinematic experience. Stakeholders in the film and TV industry can leverage these insights to refine their strategies, tailor content to audience preferences, and navigate the ever-evolving landscape of storytelling with informed decision-making.

**Project Owner**

Name: Roshan Kumar Sahu

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For any query, suggestions or feedback reach out the following links :

Linkedin: https://www.linkedin.com/in/roshan-kumar-sahu-60069628a

Gmail: igniterofficial909505@gmail.com

Peerlist: [Roshan Kumar Sahu • Peerlist Profile](https://peerlist.io/igniter)

Discord Id: igniter\_24684