DATA607 Fall 2018

Final Project Proposal:

The NY Times Movie Reviews and Box Office Receipts

By

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Question: ***Does a NY Times movie review have an effect —either negative or positive— on that movie's US box office receipts?***

The objective of this project is to determine if there's a relationship between a NYTimes movie review and that movie's domestic box office performance. Using Sentiment Analysis of reviews and box office receipts, the project will perform a correlation analysis between the two variables to see if a NYTimes review has an impact on box office receipts. The workflow process is as follows: using the NY Times web API, the project will pull in movie reviews for the past year. Once in the R, the process will follow the OSEMN workflow. Next, a sentiment analysis of the reviews will be performed and the reviews will be classified. The results will be added to a SQL database in R. These results will be compared to box office movie statistics that will be scraped from the website: Boxofficemojo.com This data will also be cleaned and added to the R database. The box office figures will be compared to the movie review ratings to see if there's a correlation.