Sentiment on Elemental

# Plan

Develop research question(s)

* Was the movie Elemental received more positively or negatively by audiences?

Collect sample data using Listly’s web scraping on IMDB and Common Sense Media

Use excel (power query) to clean and transform data as needed

Use python for eda and sentiment analysis

Use Tableau to visualize distribution of ratings, sentiment (positive and negative)

Decide which model to use for sentiment analysis

Make hypothesis on the results

# Analyze

Perform eda on to explore data

* Understand the data types and labels
* Prepare data for use
* Check the descriptive statistics
* Check for missing data
* Create visualizations in Tableau

Check assumptions for Logistic Regression

# Construct

Build the model for sentiment analysis – Logistic Regression

Prepare data for model

Run the model

Evaluate the model’s metrics

Revise and rerun model

# Execute

Finalize findings from the model’s results

Create final visualizations

Answer research questions of dataset