Rotten Tomatoes, a popular movie review aggregator website, has gained significant influence in recent years by providing a Tomatometer score based on aggregated reviews. However, the oversimplification of opinions and the site's ability to accurately reflect a film's quality have been subjects of criticism. The problem statement for this case study is to explore and analyze the data to gain key insights into the influence of Rotten Tomatoes on moviegoers' preferences. This requires strategic and logical analysis using the provided dataset from Kaggle.

The solution involves working with a dataset of over 15,000 movies, including details such as title, description, rating, genre, directors, cast, release date, studio, runtime, and more. By leveraging Excel, we can conduct a range of analyses to answer recommended research questions. The approach involves data cleaning, removing duplicates, handling missing data, and formatting the data appropriately.

Insights can be derived by examining flow patterns, relationships between variables, and performing calculations using functions like COUNT and AVERAGE. Creating additional worksheets and utilizing pivot tables can aid in analyzing the data. Predictive pivot charts can be generated to explore various aspects, including the distribution of films by rating and genre, the percentage of films receiving Certified Fresh or Rotten ratings, and the relationship between movie ratings, audience ratings, and critics' consensus.

To address one recommended analysis, sentiment analysis can be performed using Azure machine learning to identify films with the largest discrepancies between audience and critic ratings. The final output is presented in a dashboard format, consolidating the results of the recommended analyses.

The project's scope encompasses goals such as analyzing movie ratings in relation to box office success, identifying trends over time, comparing critical consensus with audience ratings, and analyzing ratings and reviews across studios and production companies. Excel functions and techniques like COUNT, AVERAGE, NESTED FILTER, NESTED SORTING, PIVOT TABLE, GROUPING, LARGE, TEXT TO COLUMNS, VLOOKUP, MAX, and MIN can be employed.

In conclusion, the dataset from Rotten Tomatoes provides valuable insights into movie ratings, genres, directors, theater dates, studios, and box office success. By leveraging Excel and conducting thorough analyses, decision-makers in the movie industry can gain important insights to inform their production, marketing, and distribution strategies. The findings have the potential to shape decision-making processes and benefit the industry as a whole.

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