



# About Last Weekend

An Analysis of Nollywood's Top 13.12.2024 Movies

# Executive Summary

## Idea

- The weekend of the 13th of December, 2024 was a very interesting one for Nigerians; with three movies from some of the most revered actors/producers being released for public viewing – *Everybody Loves Jenifa* (ELJ), *Seven Doors* and *Thin Line*, and jostling for the usually short-attention span of viewers.

## Objective

- To assess the pulse of Twitter engagements, leading up to the release of these movies, on the day of the release for general viewing, and the few days after.

## Findings

- **ELJ** was big on campaign, and the bulk of Twitter engagement on 8th December, 2024 revolved around commentary on outfits worn to the premiere.
- **Seven Doors** (like the queen who is never late) did not have significant engagement leading up to its release, but led conversations on 13th of December, 2024. Most of these engagements related to the plot, characters, and actors.
- **Thin Line** was the *thin line* between ELJ and Seven Doors. Engagement was at its peak on the two days following its initial premiere on the 10th of December, 2024; and most of this also related to commentary on outfits worn to the premiere.

## Sentiment and Emotion

- Overall sentiment for all movies was positive, relating to joy and excitement over user's favorite characters, actors and role models.
- Negative sentiments related to empathy for certain characters like Esusu and the King in Seven Doors; as well as fans challenging negative sentiments harbored towards their favorites like the producer of ELJ.
- A number of tweets with sarcastic/*banter-ish* nuances were too ambiguous for the models to classify strongly. That said, RoBERTa performed significantly better in this regard than VADER.

# Content



Data Collection



Engagement Analysis



Sentiment Analysis



The End?

# Data Collection



# Meet my Data

## Collection

**Source** – Twitter

**Language** – English

**Hashtags** –

#SevenDoors OR  
#SevenDoorsOnNetflix  
OR #ThinlineTheMovie  
OR #Thinline OR  
#ThinLineTheMovie OR  
#EverybodyLovesJenifa

**Content** – Time of  
Creation, Tweet,  
Hashtags, Retweets,  
Likes

**No. of Tweets** – 970

**Date Range** – 2024-08-  
24 00:00:00 to 2024-12-  
17 00:00:00

## Cleaning

**Eliminated** irrelevant  
tweets, outliers, tweets  
containing information  
about more than one  
movie

**No. of Tweets (post-  
cleaning)** – 755

**Distribution** –  
everybodylovesjenifa, 371  
tweets; sevendoors, 293  
tweets; thinline, 91 tweets

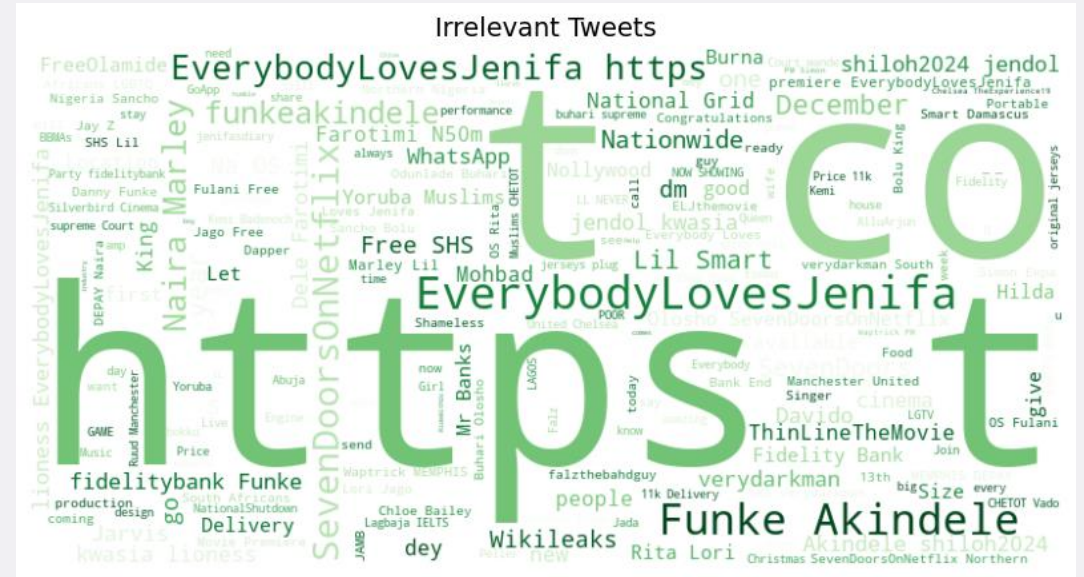
## Methodology

**VADER** and **RoBERTA** for  
overall sentiment

**Ekman** for emotion  
analysis

### Occurrences of Irrelevant Keywords

Keyword	Count
dm	22
naira marley	15
verydarkman	15
kemi	9
wiki	8
shiloh	7
jarvis	7
national grid	6
product	6
n50m	6
lagbaja	5
chelsea	5
burna	5
jamb	4
giveaway	4
portable	4
kemi badenoch	3
send a dm	3
nationwide delivery	2
atiku	2
wizkid	2
products	1
arsenal	1
kese	1
lungu	1
like and retweet	1
link in my bio	1
nairamale	1



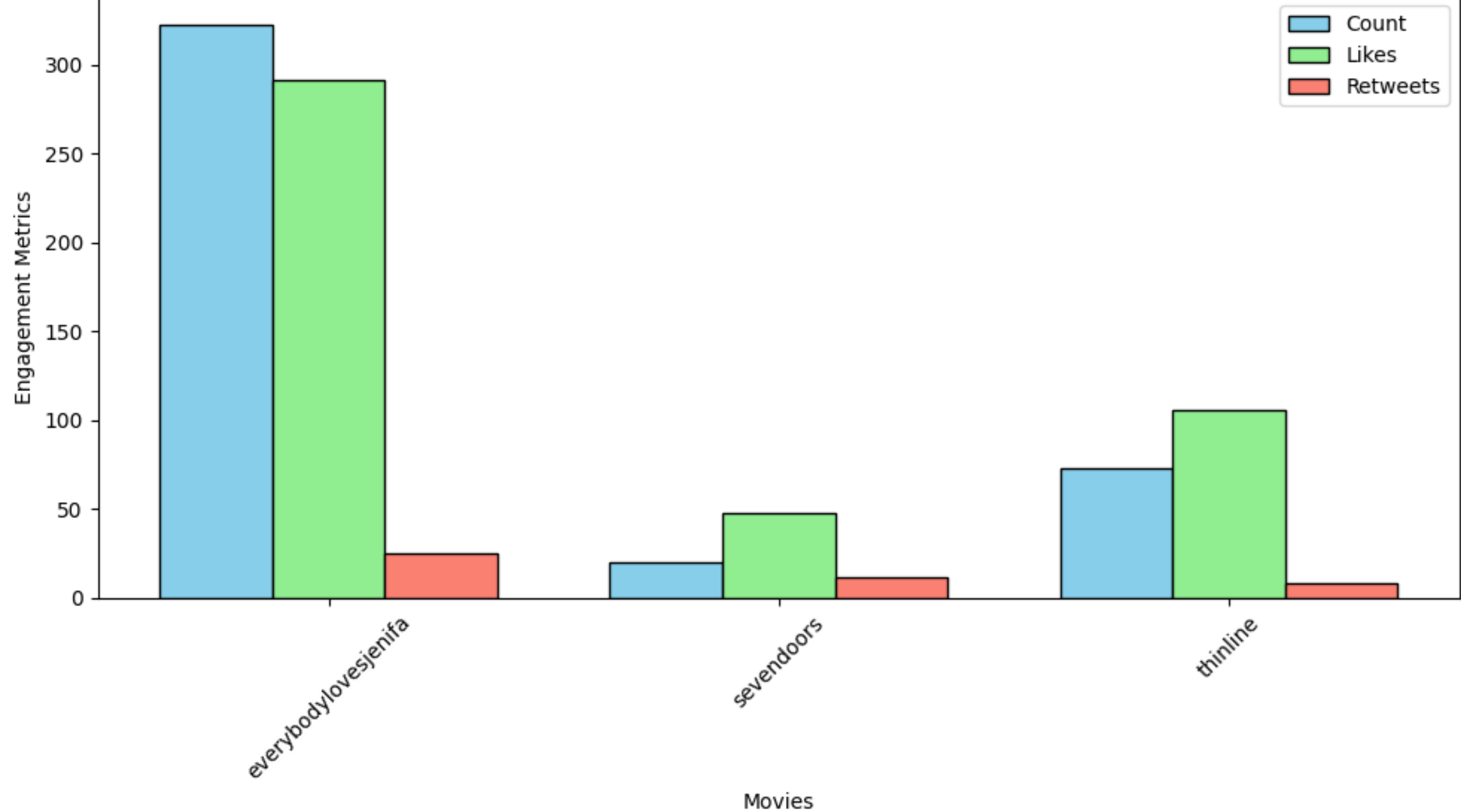
# Engagement Analysis



Whose movie got  
everyone talking,  
pre-release?

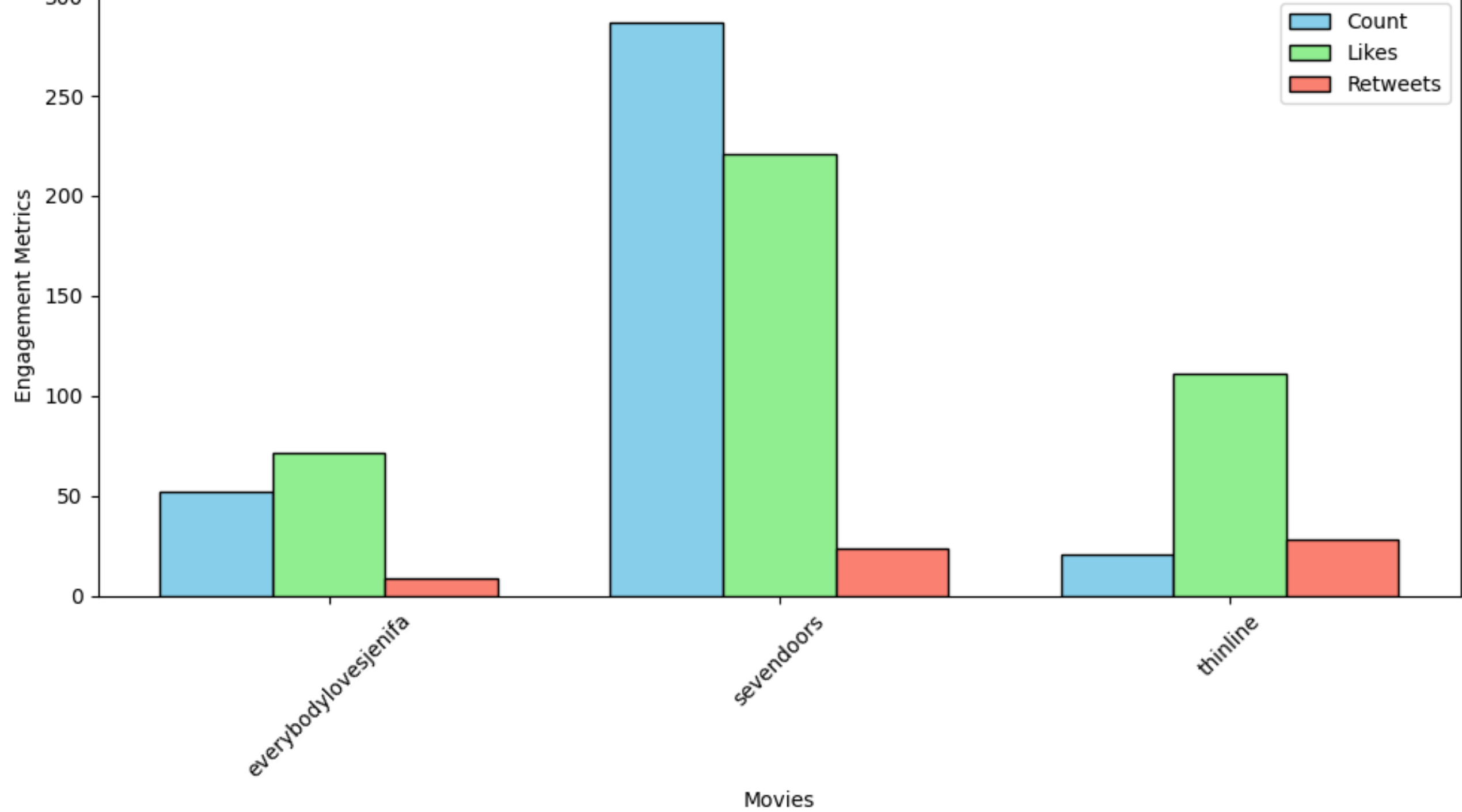








But the tides swayed,  
post-release? Can you  
guess in whose favor?



# Analysis of Engagement Drivers





## Observation:

A cursory analysis of tweets revealed a significant difference in the kinds of engagement for each movie.

Some engagements centered on premieres and outfits worn to the premieres;

Others centered around commentary to and reactions about certain actors, or their roles in these movies.



## Approach:

Obtained the top 20 frequent words in all Tweets



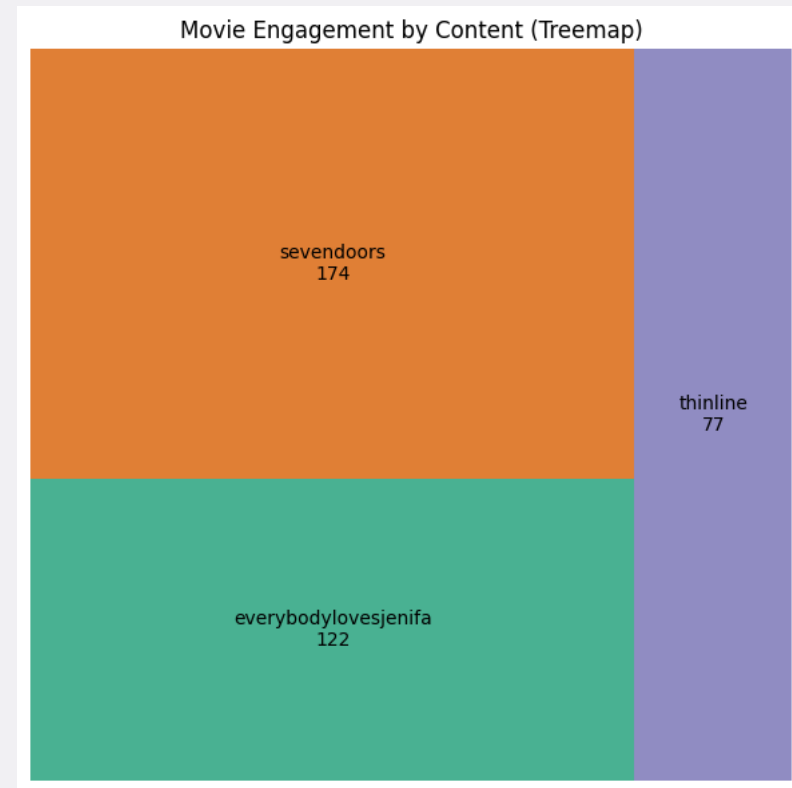
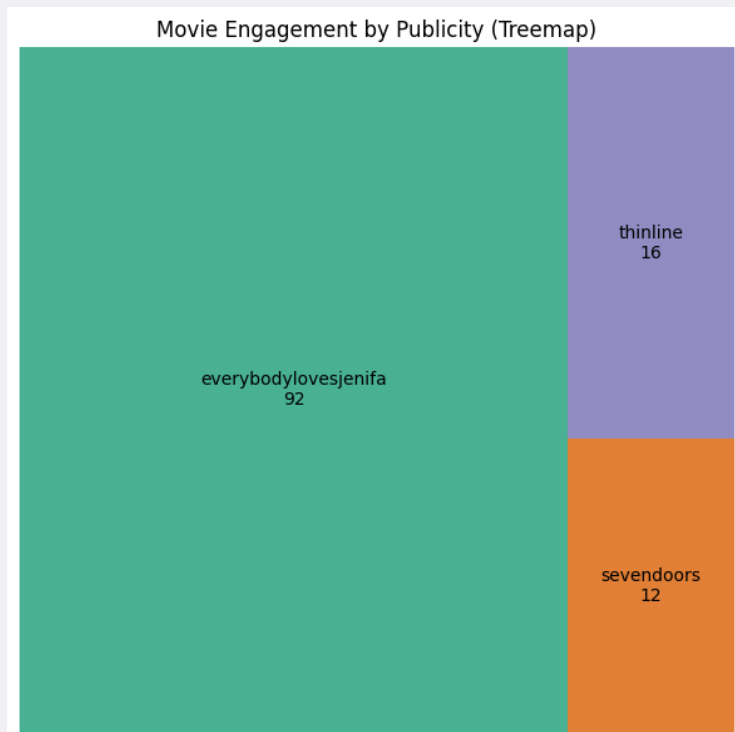
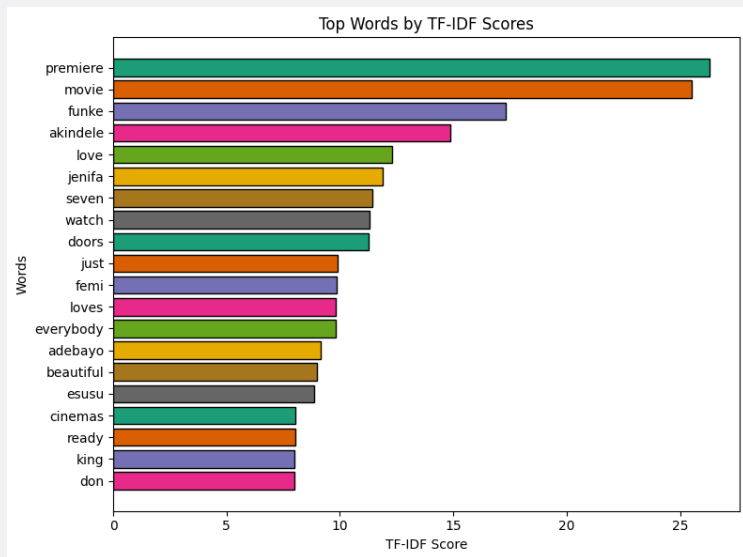
## Data pre-processing:

Used Regex to remove Emojis, URLs, Mentions, Hashtags

Used TfidfVectorizer to remove stop words

Eliminated words relating to producer names or movie titles (e.g., Femi Adebayo, Mercy Aigbe, Funke Akindele)

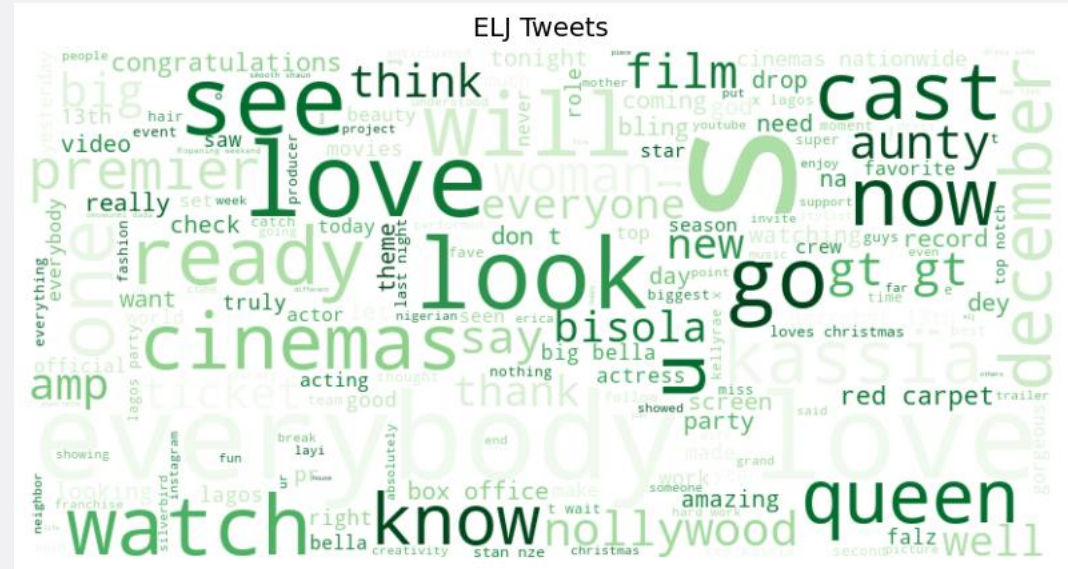
Eliminated generic words (e.g., beautiful, like, love)





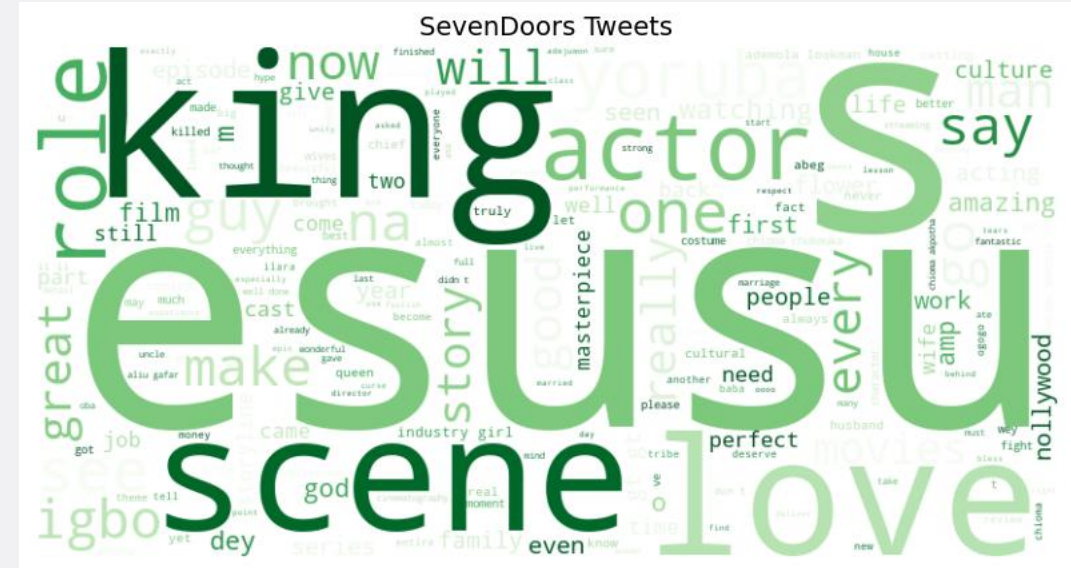
# Everybody Loves Jenifa!

- ELJ accounted for almost 50% of all 755 tweets analysed.
- In the days and months leading up to the 13th of December, social media was flooded with skits, celebrity pictures clad in branded T-shirts, and delivered branded invitation boxes.
- As a testament to the vigorous campaign, on 8th of December 2024 when the movie premiered, discussion on twitter peaked. On this day, of 192 tweets, a whooping 189 related to ELJ.
- Most of these discussions centered around outfits worn by the user's favorite actors and actresses e.g., Stan Nze, Hilda Baci, Kassia etc.
- However, engagement dwindled thereafter. On the 13th of December when the movie was released in the Cinemas (for general viewing), discussions about #SevenDoors stole the scene.
- This, notwithstanding, reports reveal that the film grossed a remarkable N206 million during its opening weekend (Source: [Sunrise](#)).



# SevenDoors!

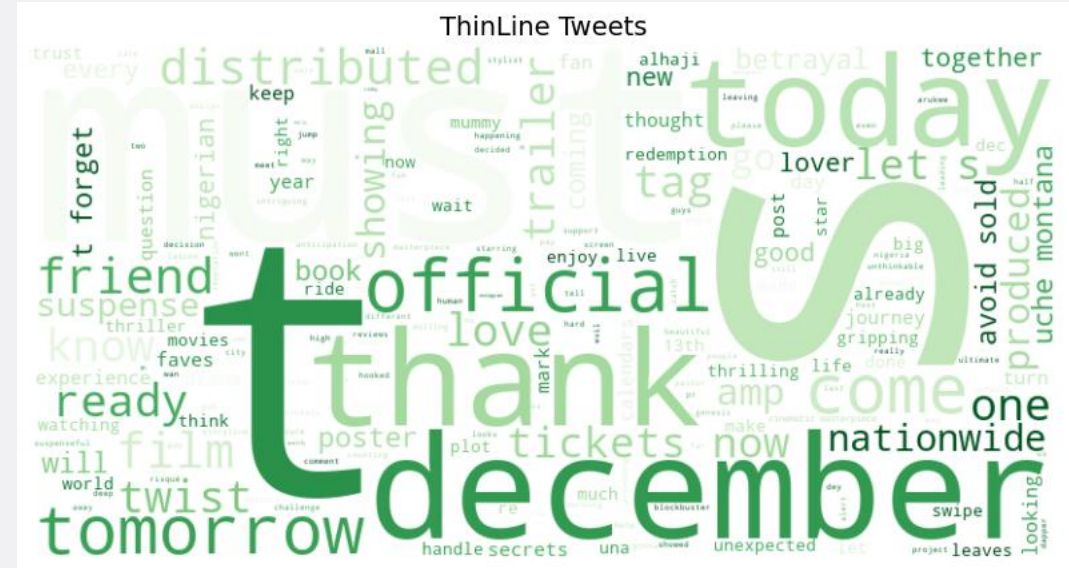
- Femi Adebayo's Seven Doors accounted for about 40% of all 755 tweets analysed
- Based on the tweets obtained, there was not a lot of anticipation, advertisement or engagement leading up to the release of the movie on Netflix on the 13th of December, 2024
- The Twitter engagement on 11th December 2024, when the show premiered in Lagos was also underwhelming; showing only 2 tweets out of 49.
- Interestingly, the numbers spiked on the day of release and the day after, accounting for 81% of the 203 tweets in my dataset.
- Most of the engagement related to the content of the show, its characters and cast. Some common themes include: Esusu, the King, the love between the Yoruba King and his Igbo wife.
- Despite the minimal Twitter campaign efforts observed from the data obtained for this analysis, the show has been leading Netflix Naija, since its release over the weekend (Source: [Netflix Naija](#)).





# ThinLine!

- There was minimal data for Mercy Aigbe's ThinLine in the dataset obtained. This movie accounted for a little over 10% of the entire dataset.
- The movie premiered on the 10th of December, 2024 and hit the cinemas on the 13th. However, on the 10th, only 30% of the 23 tweets were about ThinLine.
- This trend changed on the 11th and peaked on the 12th, both days accounting for about 70% of the 65 tweets available.
- Overall, it appears there was not enough engagement on Twitter as compared to other social media platforms, both before and after the premiere and cinema release.
- Most of the engagement related to the premiere and outfits worn by user's favorites e.g., Uche Montana.
- Despite the minimal Twitter campaign efforts evidenced by the data obtained, the movie is said to have grossed N28.5million at the box office over its 3-day debut, since its release in the cinemas (Source: [Pulse](#)).



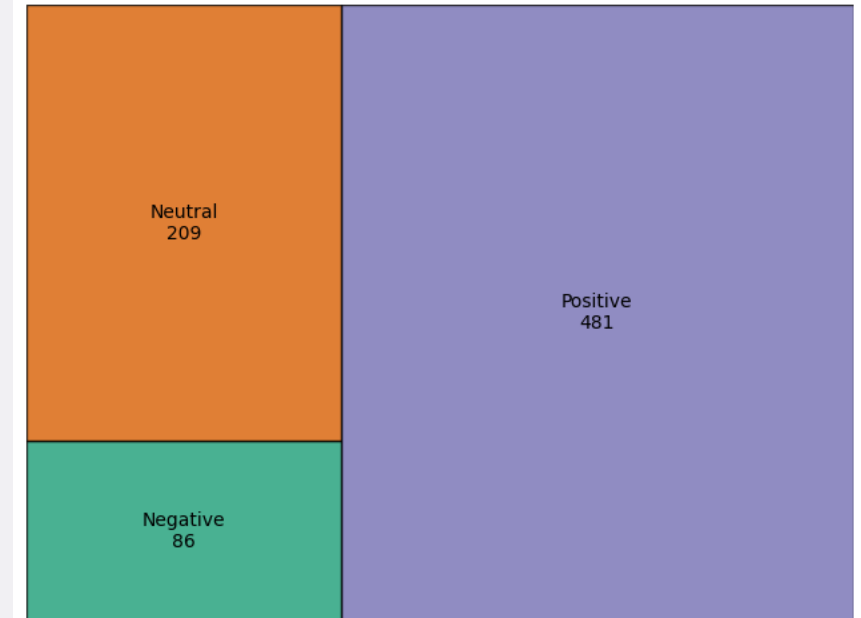
Sentiment  
Analysis: What  
was all the rave  
about?



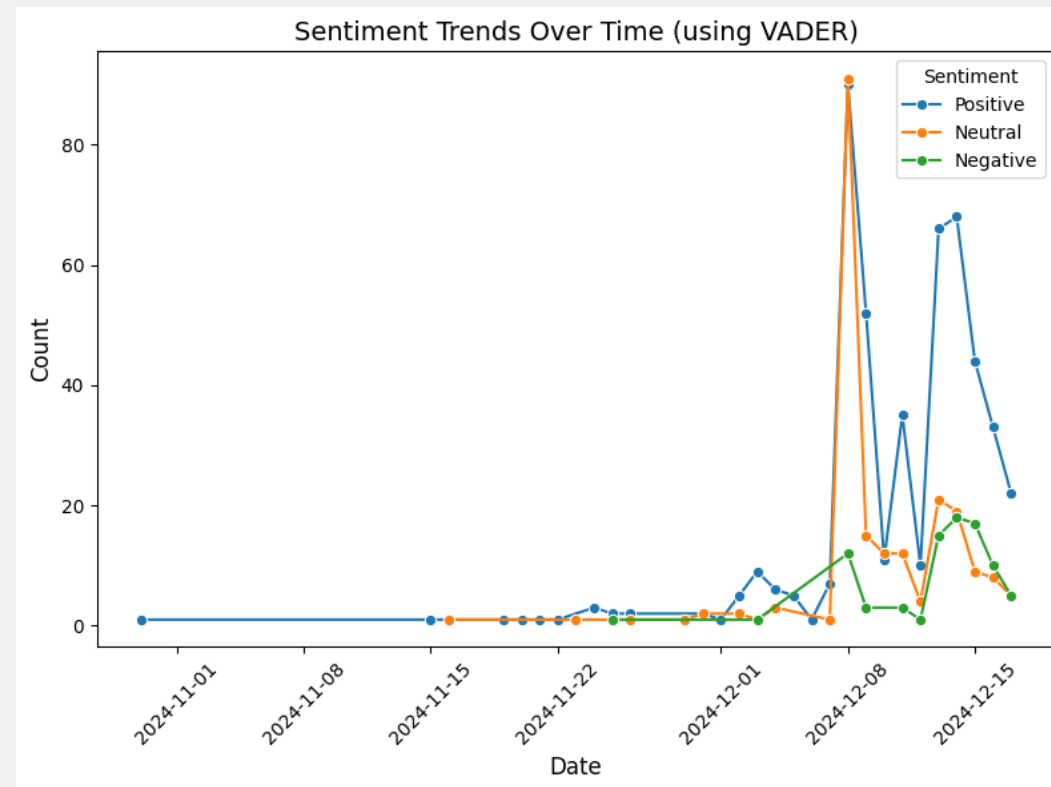
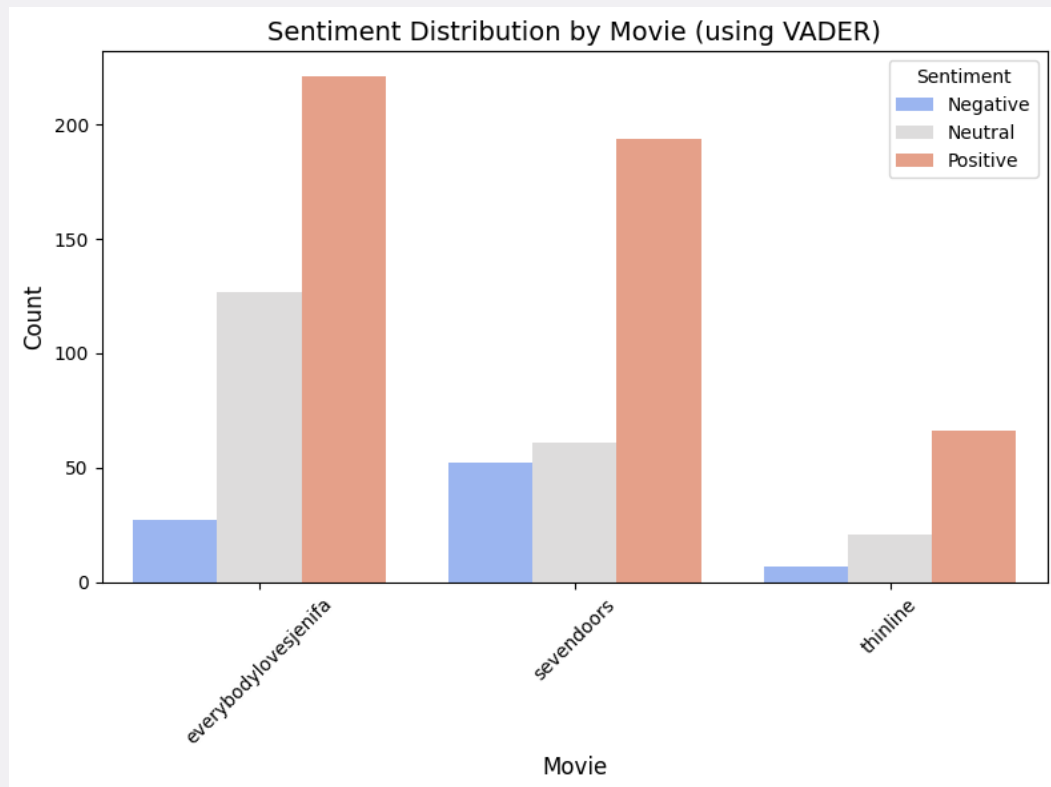
# VADER Analysis

Date	Movie	Processed_Tweet	Sentiment	Sentiment_Category
2024-12-17	sevenddoors	after singing " my husband does not have a concubine" only for your husband to marry 6 more wives \n\ni knew something would happen after she sang that song \n	0.0000	Neutral
2024-12-15	sevenddoors	i feel kolawole ajeyemi should be getting more lead roles. \n\nthere is so much more in him that has not been harnessed.	0.0000	Neutral
2024-12-16	sevenddoors	it's the fact that esusu was minding his business when they went to find him. he had accepted his faith as an outcast, but they returned him back to society. you asked for a long life and he gave it to you.\n\nhe was cheated \n\n	-0.4588	Negative
2024-12-16	sevenddoors	hakeem effect did this on he is too good in this sfx makeup.\n	0.4404	Positive
2024-12-15	sevenddoors	yoruba sweet abeg \n\nif you understand this, heaven no sure for you\n\n	0.7107	Positive
2024-12-15	sevenddoors	meet aliu gafar the man behind the role of "esusu" on seven doors by femi adebayo\n\nhis acting skills is on a whole nother level , he deserves an award for that role	0.5423	Positive
2024-12-17	sevenddoors	the way muyiwa ademoka played ans delivered his role on seven doors is so underappreciated.\n\nhe is such a good actor and he deserves his flowers. \n	0.6486	Positive
2024-12-15	sevenddoors	just one scene and you pkai half of the village. what if na you be esusu ? \n \n	0.0000	Neutral
2024-12-13	sevenddoors	if na muyiwa ademola become king, e for just ask esusu make e paste aza , all these fighting no necessary	-0.5719	Negative

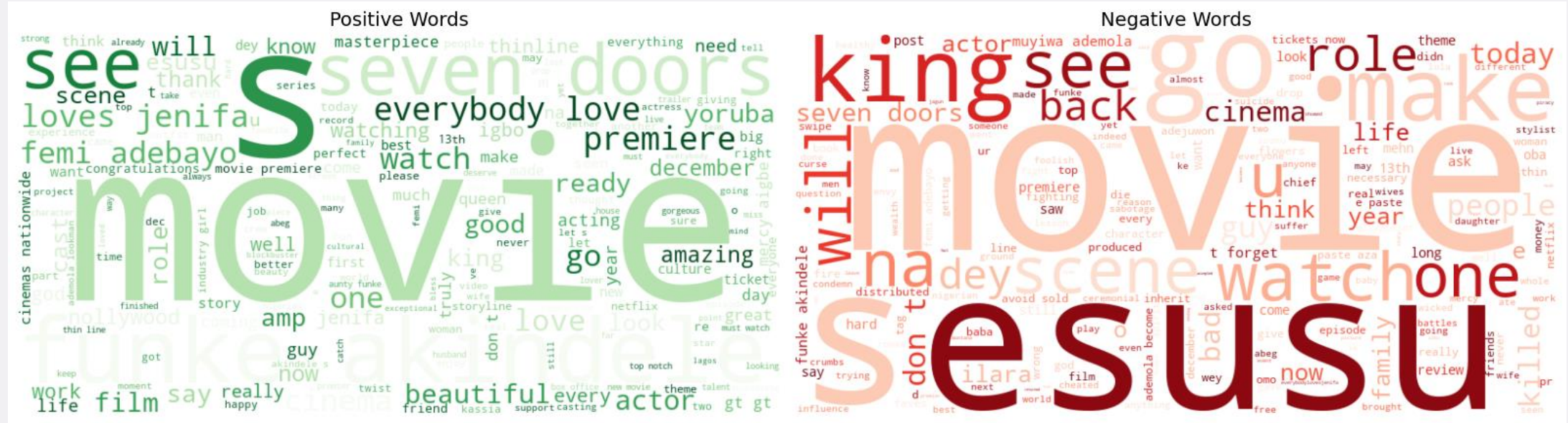
Overall Sentiment Distribution (using VADER)



# VADER Analysis

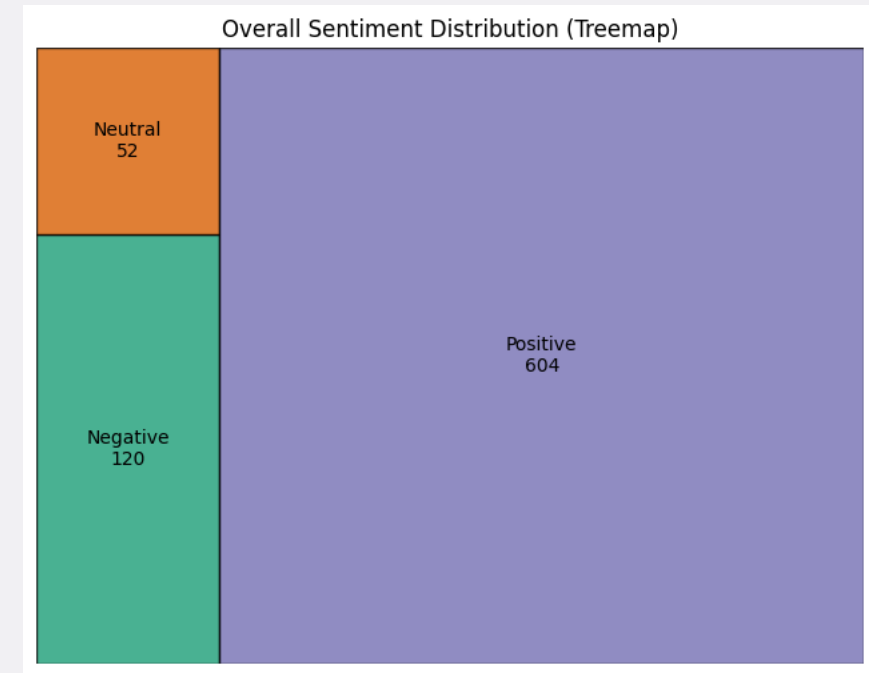


# VADER Analysis

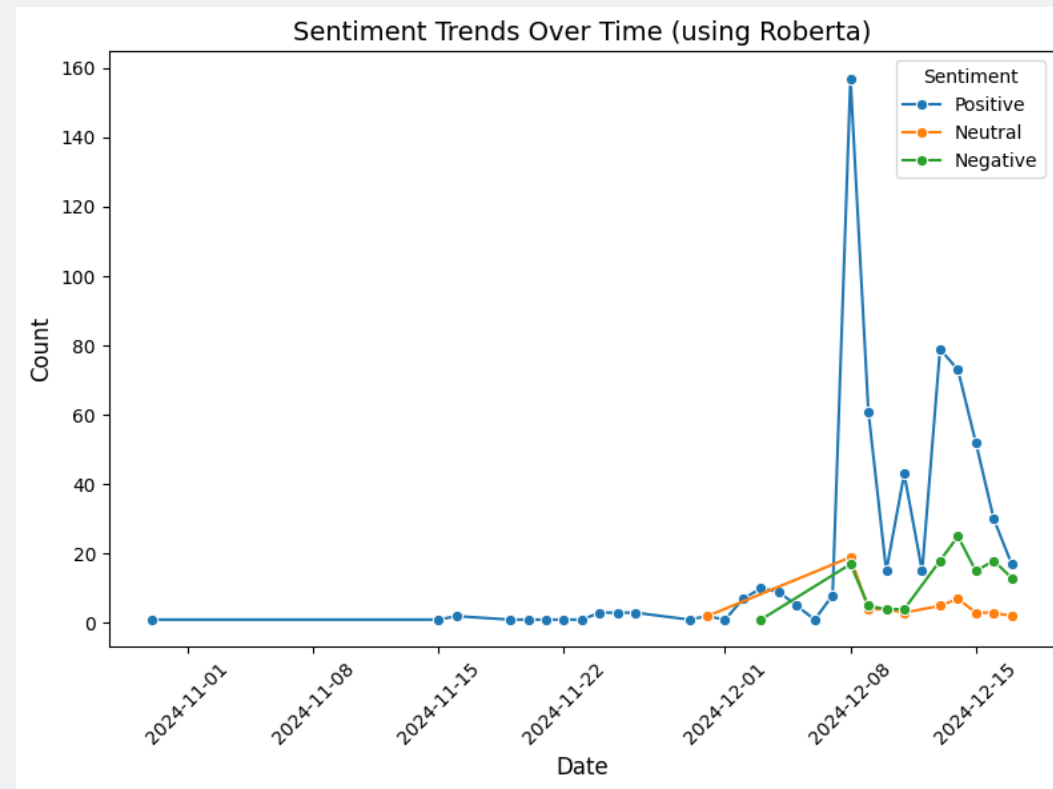
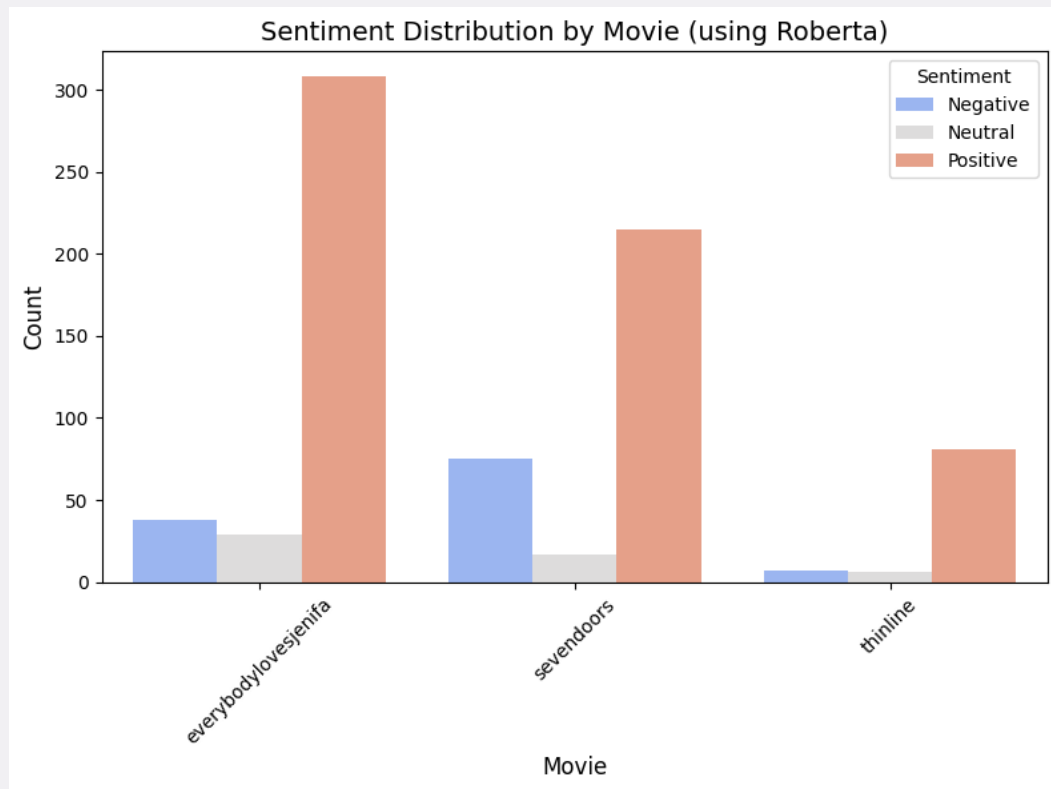


# RoBERTa Analysis

Date	Movie	Processed_Tweet	Sentiment	Overall_Sentiment	Sentiment_Category
2024-12-17	sevendoors	after singing " my husband does not have a concubine" only for your husband to marry 6 more wives \n i knew something would happen after she sang that song \n	[0.53602153, 0.43318066, 0.030797767]	-0.505224	Negative
2024-12-15	sevendoors	i feel kolawole ajeyemi should be getting more lead roles. \n\nthere is so much more in him that has not been harnessed.	[0.11140036, 0.3830542, 0.5055455]	0.394145	Positive
2024-12-16	sevendoors	it's the fact that esusu was minding his business when they went to find him. he had accepted his faith as an outcast, but they returned him back to society. you asked for a long life and he gave it to you.\n\nhe was cheated \n\n	[0.3639451, 0.5891181, 0.046936754]	-0.317008	Negative
2024-12-16	sevendoors	hakeem effect did this on he is too good in this sfx makeup.\n	[0.015838591, 0.092098735, 0.8920627]	0.876224	Positive
2024-12-15	sevendoors	yoruba sweet abeg \nif you understand this, heaven no sure for you\n\n \n	[0.15847628, 0.46020415, 0.38131952]	0.222843	Positive
2024-12-15	sevendoors	meet aliu gafar the man behind the role of "esusu" on seven doors by femi adebayo\n\nhis acting skills is on a whole nother level , he deserves an award for that role	[0.009127615, 0.10301299, 0.88785934]	0.878732	Positive
2024-12-17	sevendoors	the way muyiwa ademoka played ans delivered his role on seven doors is so underappreciated.\n\nhe is such a good actor and he deserves his flowers. \n	[0.014003883, 0.042430766, 0.9435653]	0.929561	Positive
2024-12-15	sevendoors	just one scene and you pkai half of the village. what if na you be esusu ? \n \n	[0.14248173, 0.7978566, 0.059661634]	-0.082820	Negative



# RoBERTa Analysis

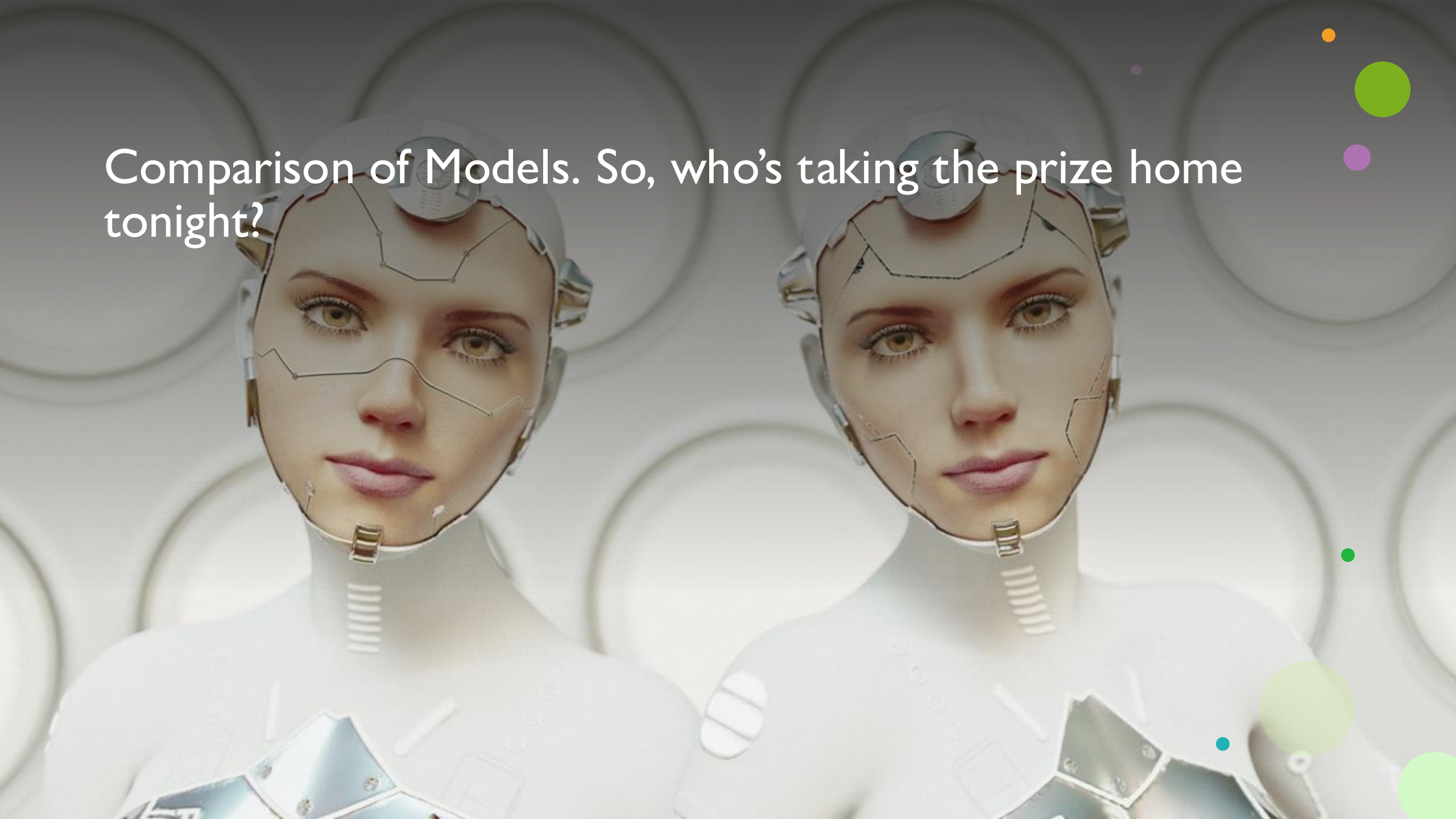




[illegible][illegible]



Comparison of Models. So, who's taking the prize home tonight?



Feature	VADER	RoBERTa
Approach	Rule-based sentiment analysis using a lexicon (predefined word scores).	Transformer-based deep learning model (context-aware).
Preprocessing	Minimal preprocessing required (e.g., replacing links and usernames).	Tokenization is handled by RoBERTa's tokenizer. Limited preprocessing.
Training	Does not require training; uses a pre-built lexicon of sentiment scores.	Pretrained on Tweets for context awareness.
Context Awareness	Not context-aware; analyzes words individually.	Highly context-aware; understands sentence semantics and nuance.
Performance	Good for short, simple texts (e.g., tweets, reviews).	Excellent for complex, long, or ambiguous texts.
Speed	Very fast; lightweight and computationally efficient.	Slower due to model complexity; requires more compute resources.
Sentiment Output	Returns <b>compound</b> , <b>positive</b> , <b>neutral</b> , and <b>negative</b> scores.	Returns sentiment <b>labels</b> (positive, neutral, negative) or probabilities.
Customization	Cannot be fine-tuned; lexicon can be extended manually.	Fully customizable; can be fine-tuned for specific sentiment tasks.
Resource Requirements	Very low; works well on CPUs.	High; requires GPUs or strong compute for efficient performance.
Use Case Examples	Social media monitoring, quick analysis of small datasets.	High-accuracy sentiment analysis for customer reviews, documents, etc.
Limitations	<ul style="list-style-type: none"><li>- Cannot detect sarcasm or context.</li><li>- Struggles with negation and irony.</li></ul>	<ul style="list-style-type: none"><li>- Requires significant compute power.</li><li>- Needs fine-tuning for specific domains.</li></ul>

## Why these models?

Research showed that they were some of the most useful for sentiment analysis, and they are both pre-trained.

While VADER is expected to provide stronger sentiment analysis when text is processed with emojis and minimal pre-processing; I realized that for sarcastic tweets with mixed emojis, the model's analysis was unrealistic and distorted. For this reason, I eliminated emojis before passing the tweets into the model.

For the sake of uniformity, I applied the same pre-processing rules to RoBERTa.

### VADER

- Overall sentiment across all movies was positive relating to excitement for the release of the movies, fans celebrating their favorite artists and their involvement in the movies, as well as commentary relating to the actors and roles in #SevenDoors.
- Owing to the inability of the model to detect Nigerian humor, a number of sarcastic or banter-ish tweets, were classified as neutral.
- Most of the negative sentiments revolved around the sadness and empathy around some characters in the show, Seven Doors, including the King, Esusu and the parents of the deceased children.

### RoBERTa

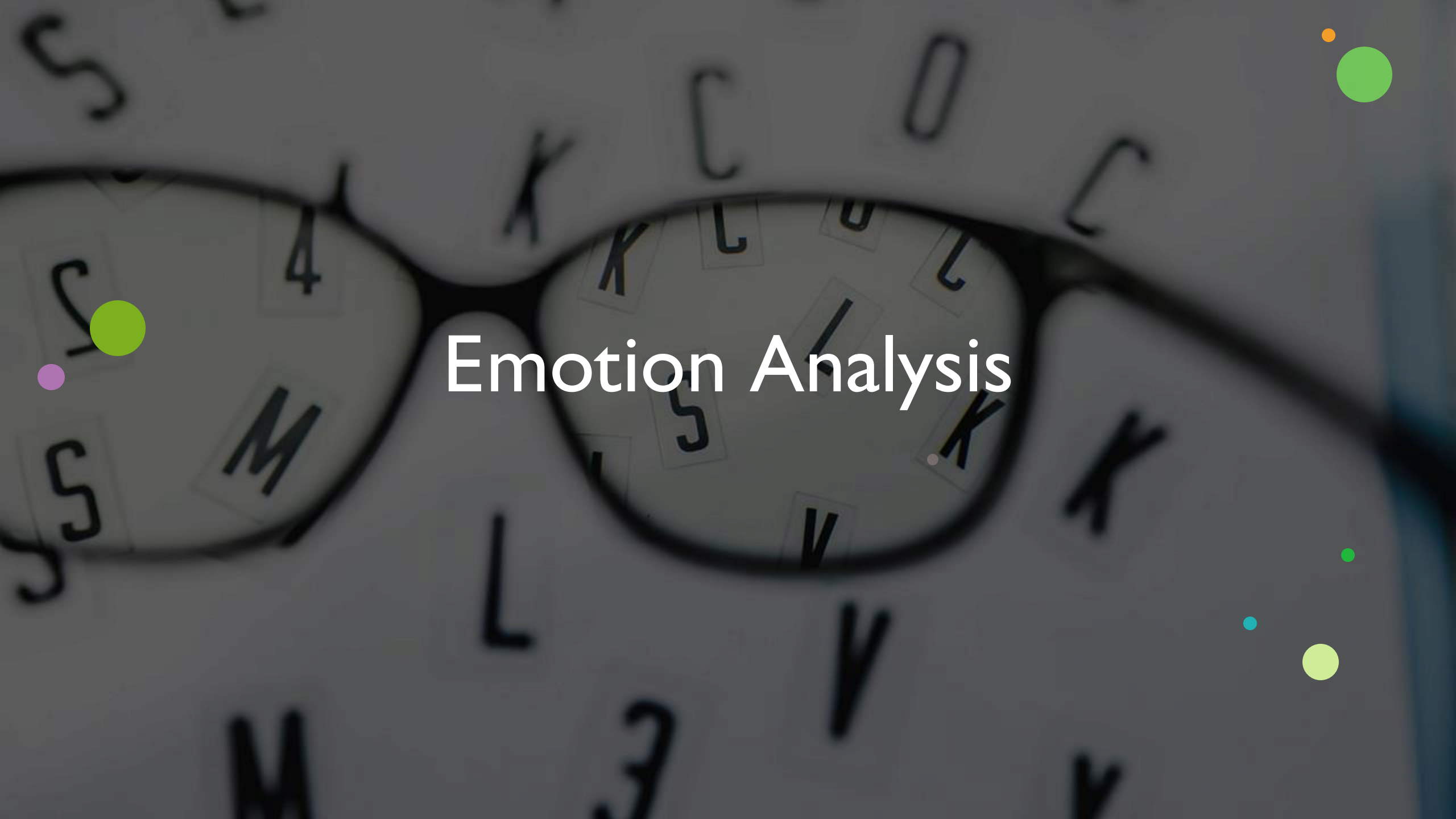
- Overall sentiment across movies was also positive.
- While this model was more superior in analysing text relating to humor and banter, thereby resulting in more precise categorisation of tweets into Positive or Negative; it did not properly detect the context in a number of complicated tweets.

# VADER

Date	Movie	Processed_Tweet	Sentiment	Sentiment_Category
2024-12-09	everybodylovesjenifa	if you see funke akindele, you will know	0.0	Neutral
2024-12-12	sevendoors	photos: some of the cast of the at the cultural premiere of seven doors series coming to netflix	0.0	Neutral
2024-12-13	sevendoors	aliu gafar delivers stellar performance as esusu in femi adebayo's seven doors (by victor ojelabi)the much-anticipated movie series seven doors by femi adebayo has finally premiered, currently showing on netflix, captivating audiences with	0.0	Neutral
2024-12-13	sevendoors	at this point africans living abroad need to petition netflix	0.0	Neutral
2024-12-16	sevendoors	chief otun and his wife	0.0	Neutral
2024-12-09	everybodylovesjenifa	yemi cregx at the premiere ↔↔	0.0	Neutral
2024-12-14	everybodylovesjenifa	the vlog and review at the end	0.0	Neutral
2024-12-08	everybodylovesjenifa	kasilolo looking so exquisite (big kellyrae (buy retify for glow (big kassia)	0.0	Neutral
2024-12-08	everybodylovesjenifa	outfit of hilda baci for premiere of	0.0	Neutral
2024-12-08	everybodylovesjenifa	official lolo	0.0	Neutral

# RoBERTa

Date	Movie	Processed_Tweet	Overall_Sentiment	Sentiment_Category
2024-12-13	sevendoors	aliu gafar delivers stellar performance as esusu in femi adebayo's seven doors (by victor ojelabi)the much-anticipated movie series seven doors by femi adebayo has finally premiered, currently showing on netflix, captivating audiences with	0.919706	Positive
2024-12-16	sevendoors	chief otun and his wife	-0.066120	Negative
2024-12-14	everybodylovesjenifa	the vlog and review at the end	0.114795	Positive
2024-12-12	sevendoors	photos: some of the cast of the at the cultural premiere of seven doors series coming to netflix	0.087338	Positive
2024-12-13	sevendoors	at this point africans living abroad need to petition netflix	-0.415532	Negative
2024-12-08	everybodylovesjenifa	outfit of hilda baci for premiere of	0.065831	Positive
2024-12-09	everybodylovesjenifa	yemi cregx at the premiere ↔↔	0.031311	Neutral
2024-12-09	everybodylovesjenifa	if you see funke akindele, you will know	0.052201	Positive
2024-12-08	everybodylovesjenifa	kasilolo looking so exquisite (big kellyrae (buy retify for glow (big kassia)	0.856226	Positive
2024-12-08	everybodylovesjenifa	official lolo	0.110380	Positive



# Emotion Analysis

# The Ekman Classifier

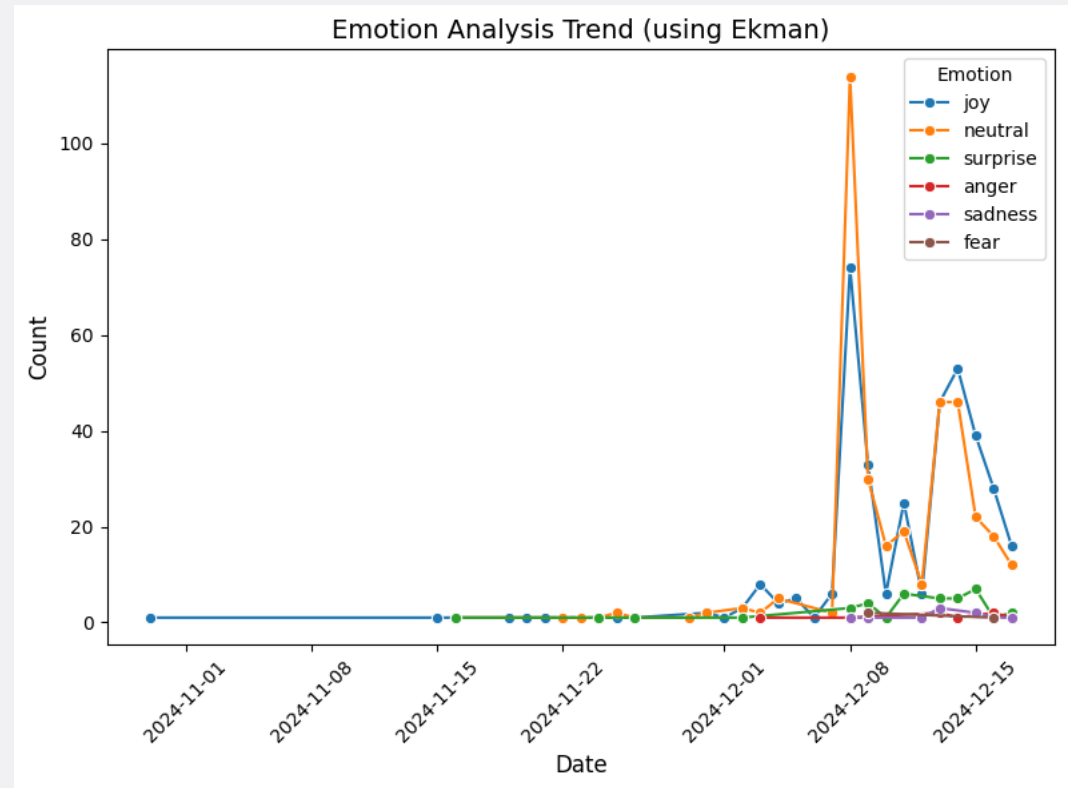
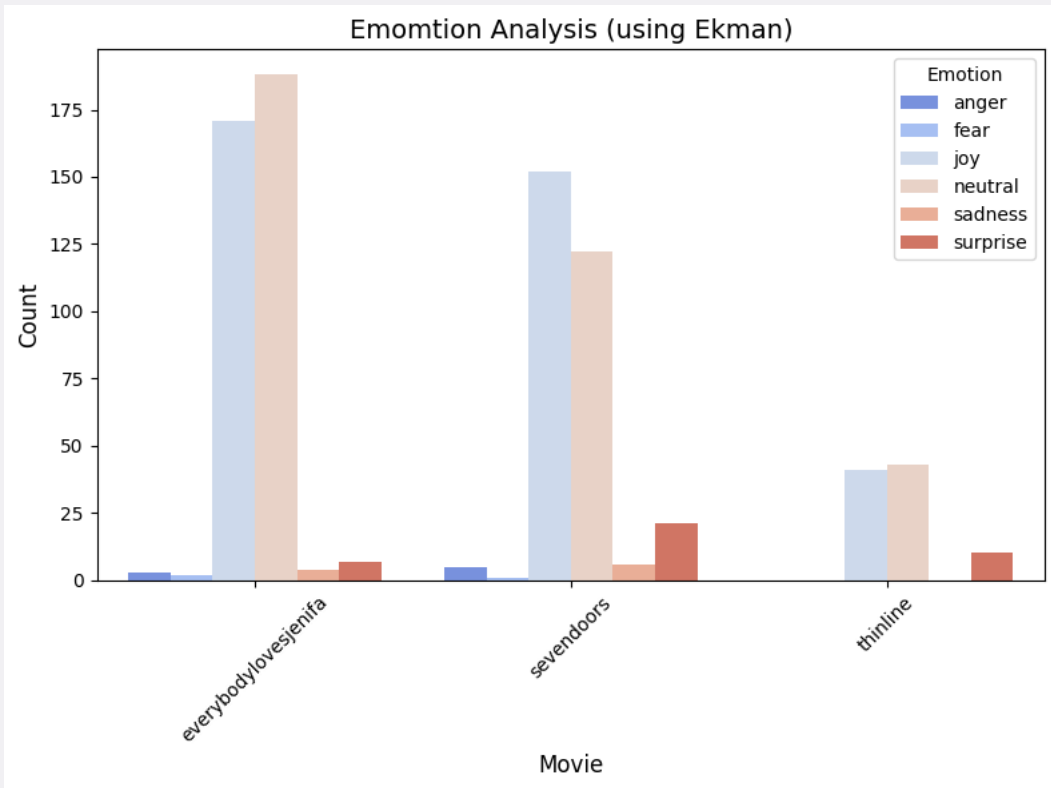
Have you ever felt a feeling you could not comprehend? That sudden joy, irritation, anger, name it!

Emotions are complex and hard to decipher, even for the person feeling it (sometimes)! So, why am I not surprised that a machine learning model is finding it hard to do same?

The Ekman emotion analysis model is a pre-trained transformer-based classifier that detects six core emotions—anger, disgust, fear, joy, sadness, and surprise—based on Paul Ekman's psychological theory of universal emotions.

For my data, a random review of the classification results revealed that the classifications provided are generally accurate. While the model classified almost 50% of the data as neutral (which is as ambiguous a class as the name sounds), a manual review of the tweets falling in that category revealed their ambiguity. Some of these tweets expressed disgust, rhetorical questions, opinions etc.

On the next few slides, I have included a sample of tweets and their Ekman classifications and will let you be the judge on how well this model performed!





i can't imagine the pain\nnot even one but 6! god i no want this style oooooooooo\ngod abeg o\nna only me my husband go marry insha allah, god will give other sisters their own husband ⇔\n\n\ni can't remember the last time i watch a movie like this! uncle femi

sadness

the moment esusu's spirit came back for the 2nd child, i seriously didn't know when i shouted what again that scene almost made me cry

sadness

this scene in seven doors where ronke ojo is mourning her daughter almost moved me to tears. olohun ma fi ina omo jowa.

sadness

can we really give the esusu guy for is flowers for his role he play in this guy is really scary asf !!

fear

i thought toyo baby's own was bad until i saw what etinosa wore to premiere \na travesty \n\nbella naija please abeg don't scare me like that again okay

fear

yoruba sweet abeg \nif you understand this, heaven no sure for you\n\n\n

surprise

the only question i have is: how did saka become a chief of that magnitude with such foolishness \n

surprise

do you know how many shows in nigeria that don't care if their background actors can act??? the lady who wore black "shimi" when they brought the corpse of her daughter, was so believable!!! i await amvca nomination.

surprise

who is the true villain? share your thoughts.\nseven doors is still streaming on netflix.\n\n\n

surprise

come to think of it, the people of llara really cheated esusu in the seven doors movie, he didn't commit any crime.\nyou asked for long life, he gave it to you, yet you were still complaining that you weren't healthy. did you ask to live long or to be healthy?\n

surprise

i just saw the bts of a scene that has a fire scene in omo nah real fire ooo she set her house ablaze to fucking shoot that scene god will crown all ur hard work becus i just dey do ahaaaaaa if u pirate this movie god will useless ur life

anger

the influencer is not the foolish one, it is the one who is influenced that is foolish.\n\n

anger

chioma akpota (chioma chukwuka) is fucking underrated. i've not seen any role she didn't deliver. every single movie i've seen her act ever, she's delivered! on she ate every single scene. that's class

anger

i'm not even done with and i can boldly say femi adebayo is more than who he thinks he is. \n\nit's not a worthless hype. other movies definitely would not have seen a draw if seven doors was at the cinemas.

anger



Processed_Tweet	Emotion
after singing " my husband does not have a concubine" only for your husband to marry 6 more wives \n i knew something would happen after she sang that song \n	neutral
i feel kolawole ajeyemi should be getting more lead roles. \n\nthere is so much more in him that has not been harnessed.	neutral
it's the fact that esusu was minding his business when they went to find him. he had accepted his faith as an outcast, but they returned him back to society. you asked for a long life and he gave it to you.\n\nhe was cheated \n\n	neutral
meet aliu gafar the man behind the role of "esusu" on seven doors by femi adebayo\n\nhis acting skills is on a whole nother level , he deserves an award for that role	neutral
just one scene and you pkai half of the village. what if na you be esusu ? \n \n	neutral

hakeem effect did this on he is too good in this sfx makeup.\n	joy
the way muyiwa ademoka played ans delivered his role on seven doors is so underappreciated.\nhe is such a good actor and he deserves his flowers. \n	joy
aliu gafar delivers stellar performance as esusu in femi adebayo's seven doors \n\n( \n\nby victor ojelabi\n\nthe much-anticipated movie series seven doors by femi adebayo has finally premiered, currently showing on netflix, captivating audiences with	joy
to qualify, you must be following & .contractors on instagram right away, then come early to the cinema tomorrow and then we can enjoy this beautiful piece together\n\nproduced by: distributed by \n\n	joy
a good part of the yet to be released movie was shot inside my family compound balogun kuku house in itantebo, ijebu ode. \nhe even used the inner chamber of the great balogun kuku himself. y'all should visit our house soon to see ancient monuments.	joy

The End?



# Limitations



**Limited data:** My analysis only focused on Twitter engagement, whereas a host of useful information is also available on platforms like Instagram, Tiktok etc. This limitation is evident in the number of tweets available for the movie, Thin Line, when compared to the information available for the other movies in this analysis. The result of this is that my analysis cannot be generalized to ascertain the general vibe relating to the movies discussed.



**Elimination of Irrelevant Tweets:** In order to ascertain and eliminate irrelevant tweets, I did a manual analysis of a sample of my data, to identify typical words used in such tweets. The manual nature of this exercise leaves the chance that my analysis still contains some irrelevant tweets, and a slim chance that some useful tweets have been eliminated.



**Time-Factor:** For a more balanced comparison across all movies, it might be useful to get more data relating to engagement in both content and campaign. However, this does not matter for my analysis, since the objective of my analysis is to measure engagement immediately following the release of this movies, in conjunction with the anticipation leading up to it.

# Recommendations for Further Analysis

## Data Collection

Combining data from all social media platforms to get a holistic view of pulse surrounding these movies

## Data Cleaning

Employing a less manual method to sift out irrelevant tweets

# References

- Models
  - <https://huggingface.co/arpanghoshal/EkmanClassifier>
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