**Assignment: DMA(Individual Assignment)**

This deliverable has 30% weightage in the Consolidated Score sheet. This problem is taken from the perspective of a movie theater owner (PVR cinemas for example). They want to understand how movie goers select and search for movies on google. Your objective is to generate keywords that people use to search for movies that they want to watch.

**Deliverables:**

1. A pdf report with the relevant explanation.
2. The relevant python (.ipynb) or R files used for solving the assignment.

**Instructions for the assignment:**

1. From [ImDb](https://www.imdb.com/), extract user reviews of any 20 movies irrespective of the language. Preferably consider the movies which have been incredibly successful or huge disappointments.
2. Using either R or Python, perform keyword extraction and attempt to achieve high diversity score.
3. Explain the reasoning behind the generated keywords.
4. Perform sentiment analysis and LDA on the given data and explain the results.
5. Find the associated keywords or terms with the extracted keywords. (You can use keywordtools.io, Google trends or Google ads.)

**General Instructions:**

1. This is an individual assignment.
2. The files should be named as “**name\_PGID**”.
3. Also, maintain a clear demarcation between the questions.
4. Attach **Assignment Submission Form** on the first page of your submission. Submissions without this form will not be considered.
5. Do NOT submit .zip files otherwise the submission will not be considered.
6. Late submission is applicable as per the course outline.
7. The honour code for this submission is **2N-b.**

**Deadline: 24th Oct 2021, Sunday, 11:55 pm**