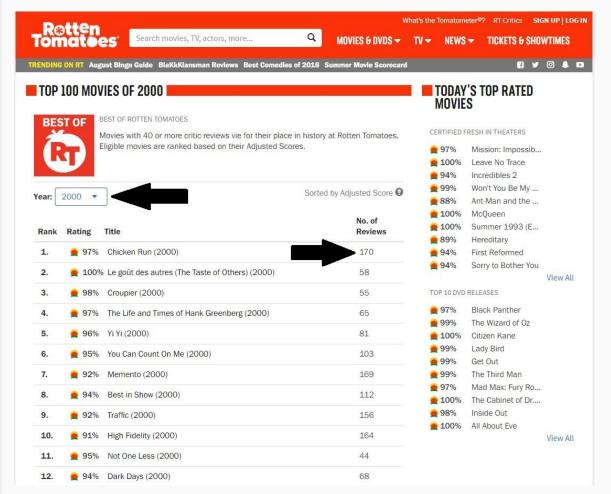


### Overview

- Scrape RottenTomatoes.com
- Find critic reviews of top movies
- Match app user with closest critics
- Show other movies user might be interested in

# Down the Rabbit Hole...

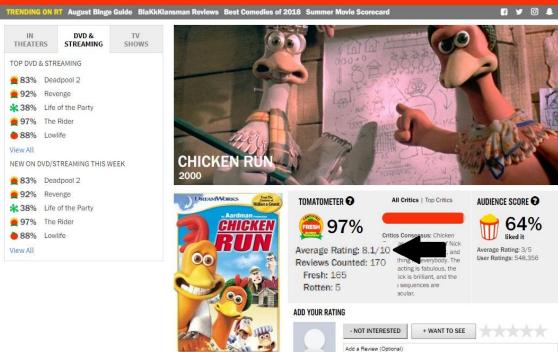
- Top level
- Year 20XX
- Movies with >= 100 reviews



# Down the Rabbit Hole...

- Movie level
- Average rating





Post

. . . . .

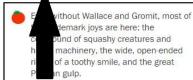
CHICKEN RUN PHOTOS

### Down the Rabbit Hole...

- Movie level
- All critics link

#### CRITIC REVIEWS FOR CHICKEN RUN

All Critics (170) | Top Critics (41) | Fresh (165) | Rotten (5) | DVD (13)



July 20, 2015 | Full Review...



guarantees a cheap night out: at dinner afterward, no one's going to be ordering anything but salad.

July 20, 2015 | Full Review...

August 24, 2014 | Full Review...



#### Debra Jo Immergut

Wall Street Journal

Most of the time Chicken Run entertains,



It coaxes you to laugh and cry, flatters

your intelligence, and practically



#### Anthony Lane

New Yorker Top Critic

What gives this movie its oddly strong grip on a viewer's heart is a physical tenderness inseparable from the nature of claymation.

> F.X. Feeney L.A. Weekly \* Top Critic

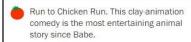
August 24, 2014 | Full Review...



#### Rex Reed



#### New York Observer



August 24, 2014 | Rating: 4/4 | Full Review...



#### Jeff Strickler

Minneapolis Star Tribune

\* Top Critic

Its plump chickens maintain that strange, haptic quality that makes you yearn to reach out and squeeze them.

July 20, 2015 | Rating: 5/5 | Full Review...

Deboses Haultes



August 4, 2013 | Full Review...



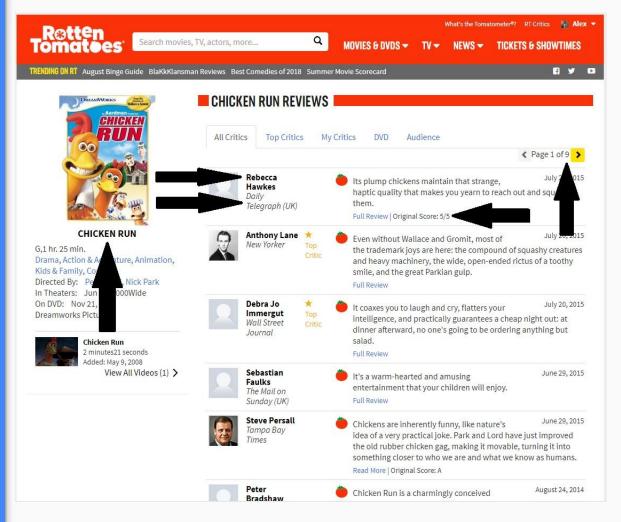
#### David Edelstein

It's a warm-hearted and amusing entertainment that your children will enjoy.

June 29, 2015 | Full Review.

# Down the Rabbit Hole...

- Review level
- Total pages
- If critic gives score
- Movie title
- Critic name
- Organization



## **Data Cleaning**

- Done in python
- Normalize score
- Drop scores that can't be converted

## **Data Cleaning**

- LOTS of score formats
- Case specific regex

#### Score formats:

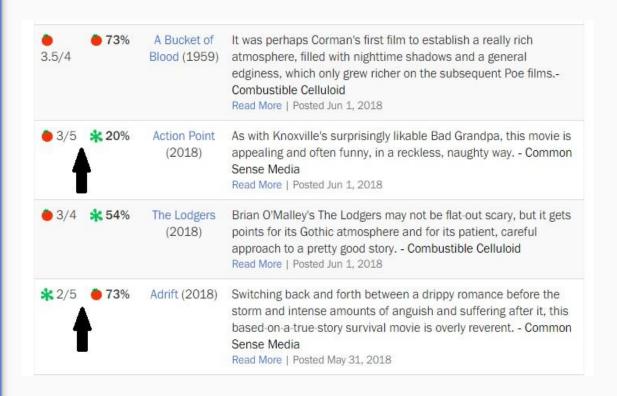
		A+=1
3-5 Stars	= 3/5	A = .925
3 out of 5	= 3/5	1975 J. F. TARREY
1/5	= 1/5	A - = .85
1/4	= 1/4	B+ = .775
8.0/10	= 8/10	B = .7
70/100	= 70/100	B- = .625
4 of 5	= 4/5	
4:5	= 4/5	C+ = .55
***	= 3/5	C = .475
***1/2	= 3.5/5	C - = .4
Α-		D+ = .325
A minus		
B=		D = .25
B?		D- = .175
not recommended		F = 0
recommended		r - 0

## Let's check out the app!

**Shiny App** 

### **Improvement**

- Critic VS Average
- Find discrepancies



# Questions?

