



RESEARCH METHODS FOR  
BUSINESS ADMINISTRATION

# HARRY POTTER

## REVIEWS ANALYSIS

BĂLUNĂ ȘTEFAN-DANIEL  
DIDU IULIA-ALEXANDRA  
POPA ANA-MARIA

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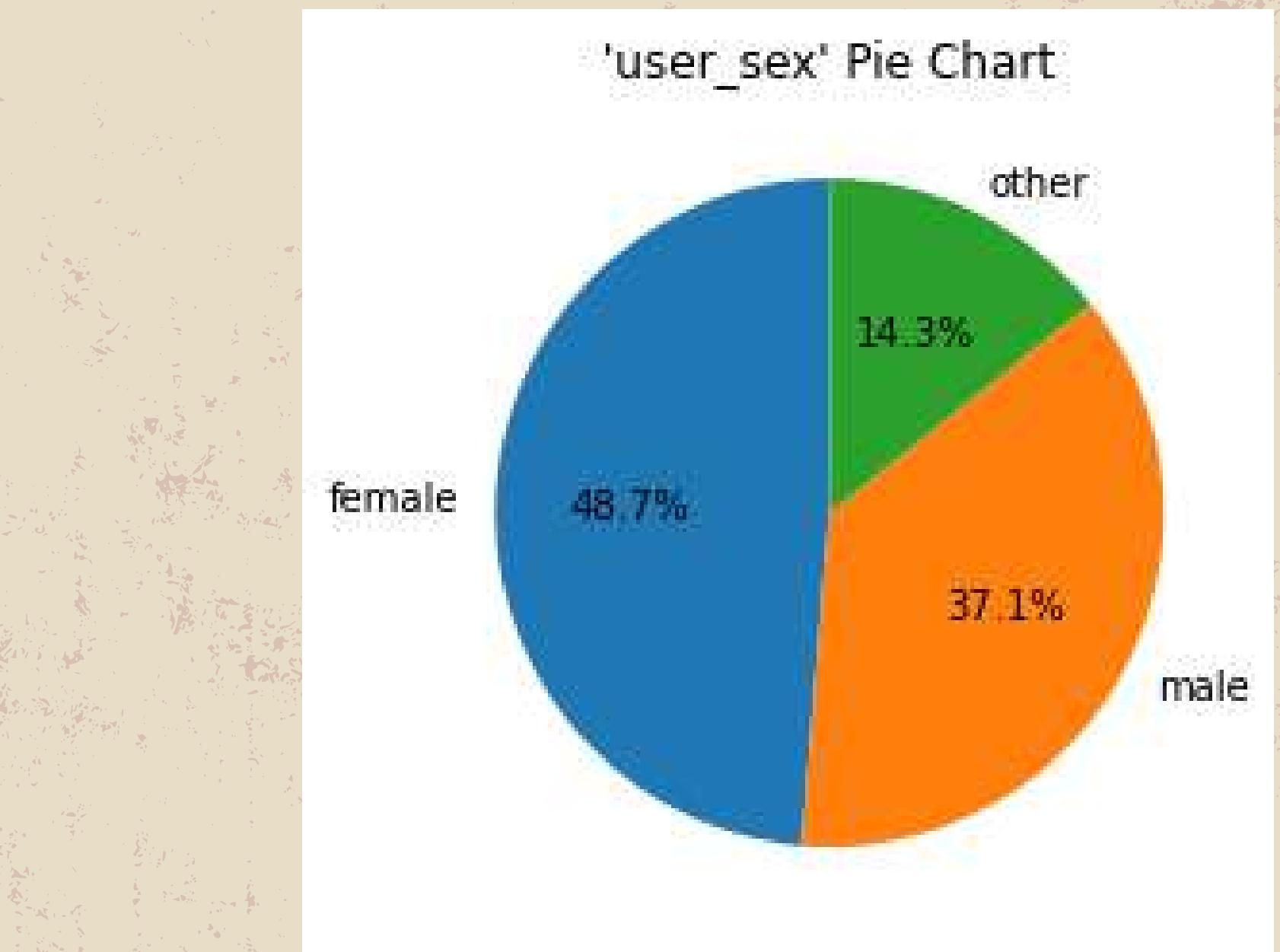
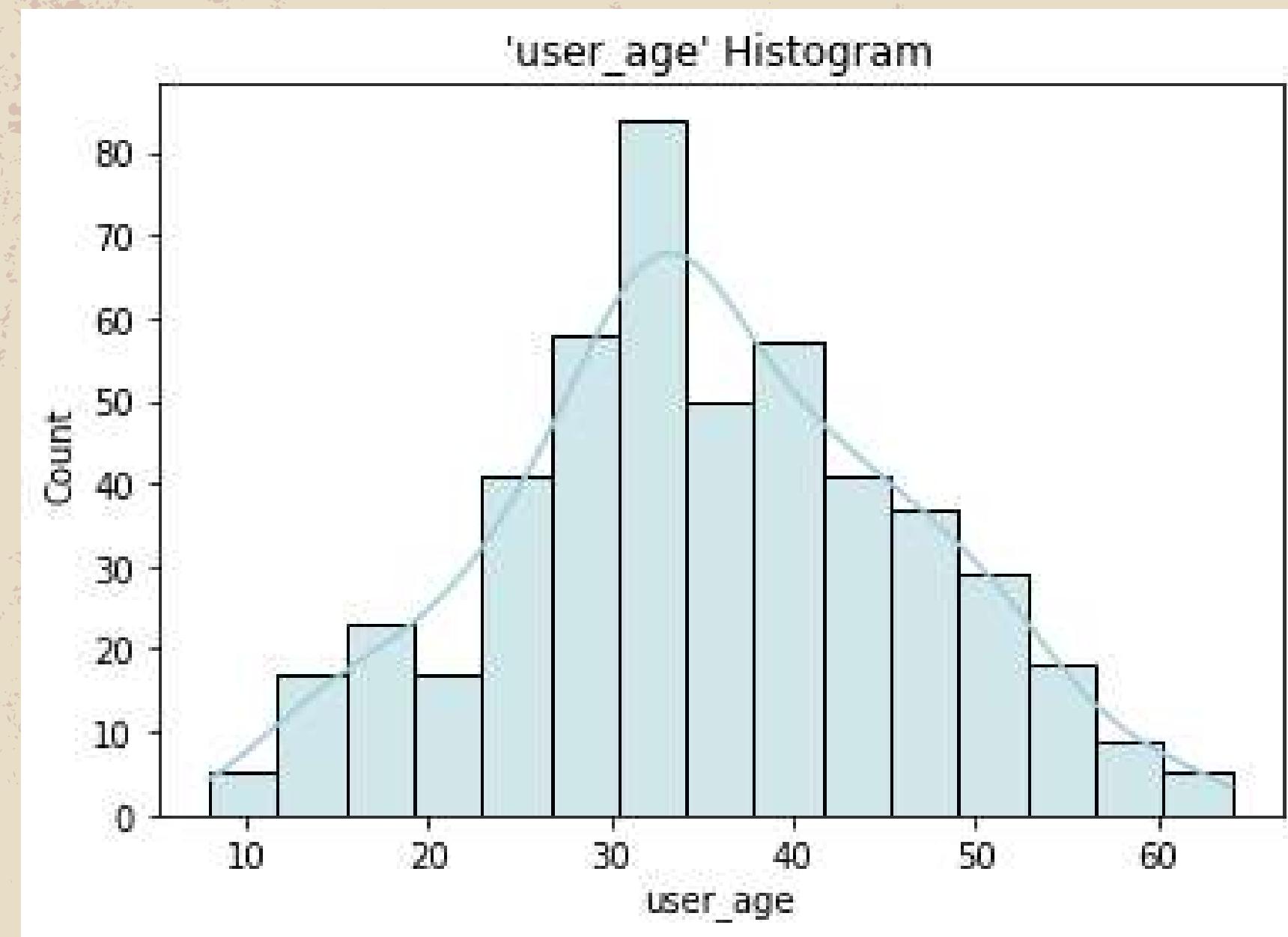


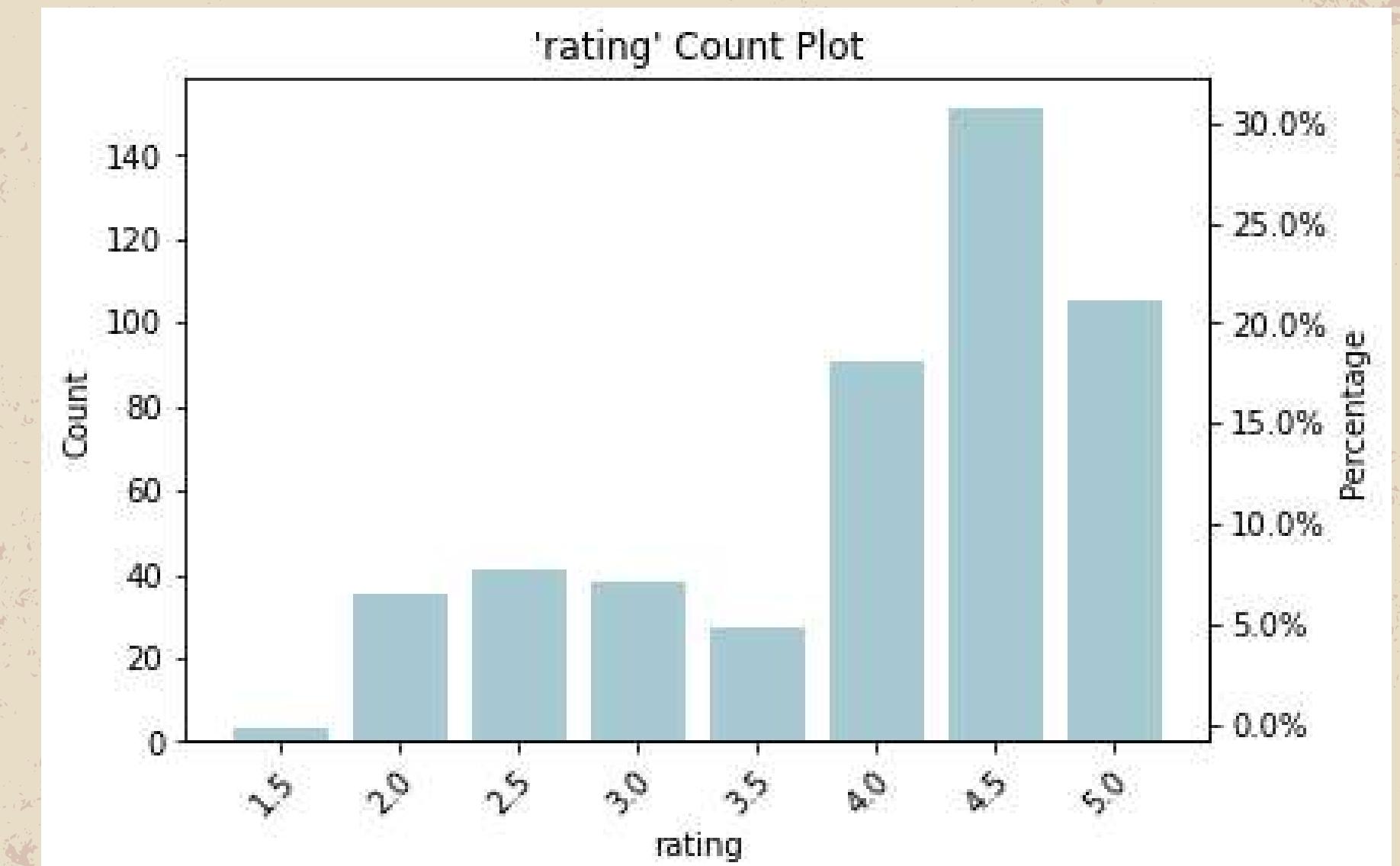
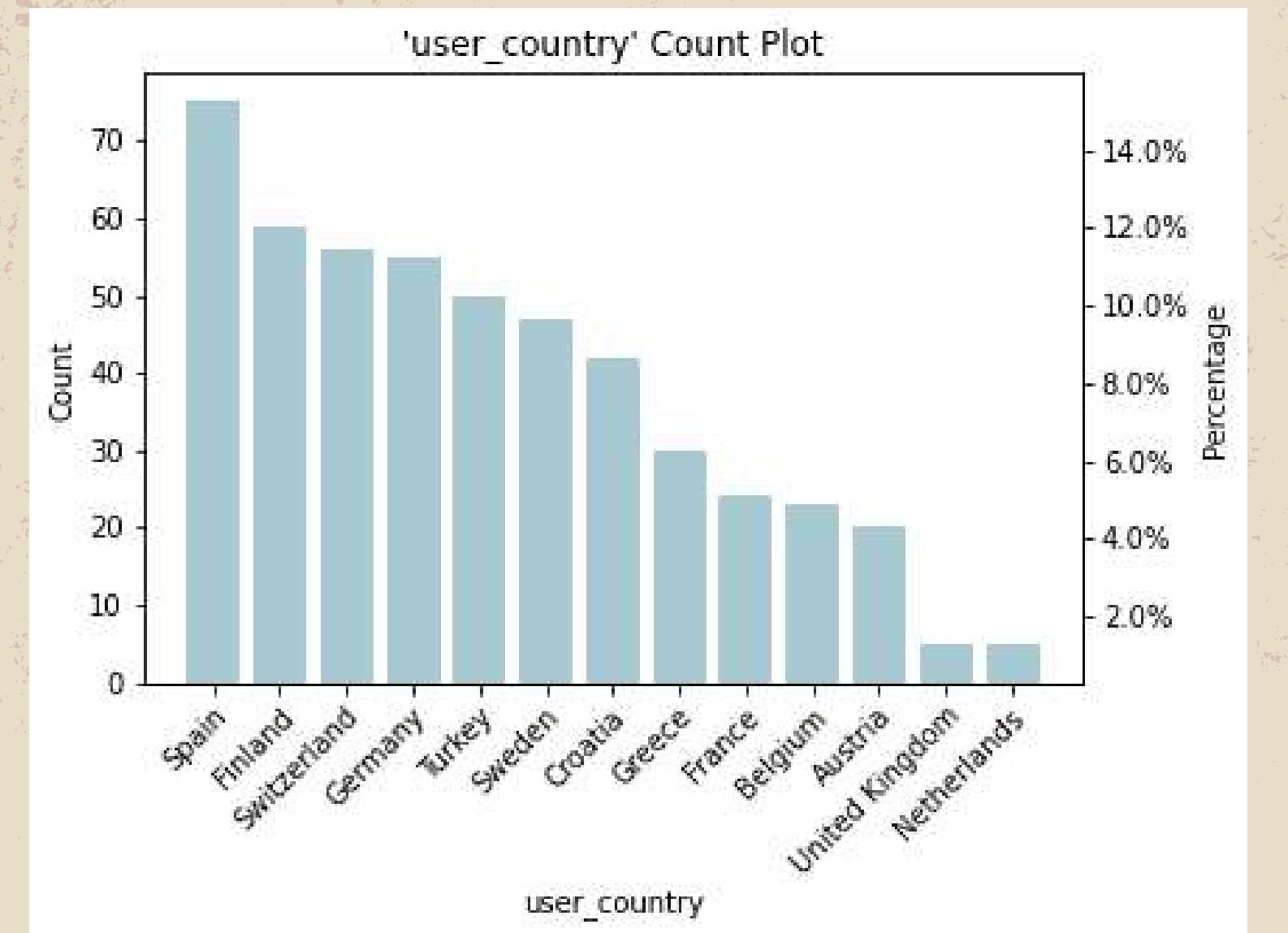
# INTRODUCTION AND AIM

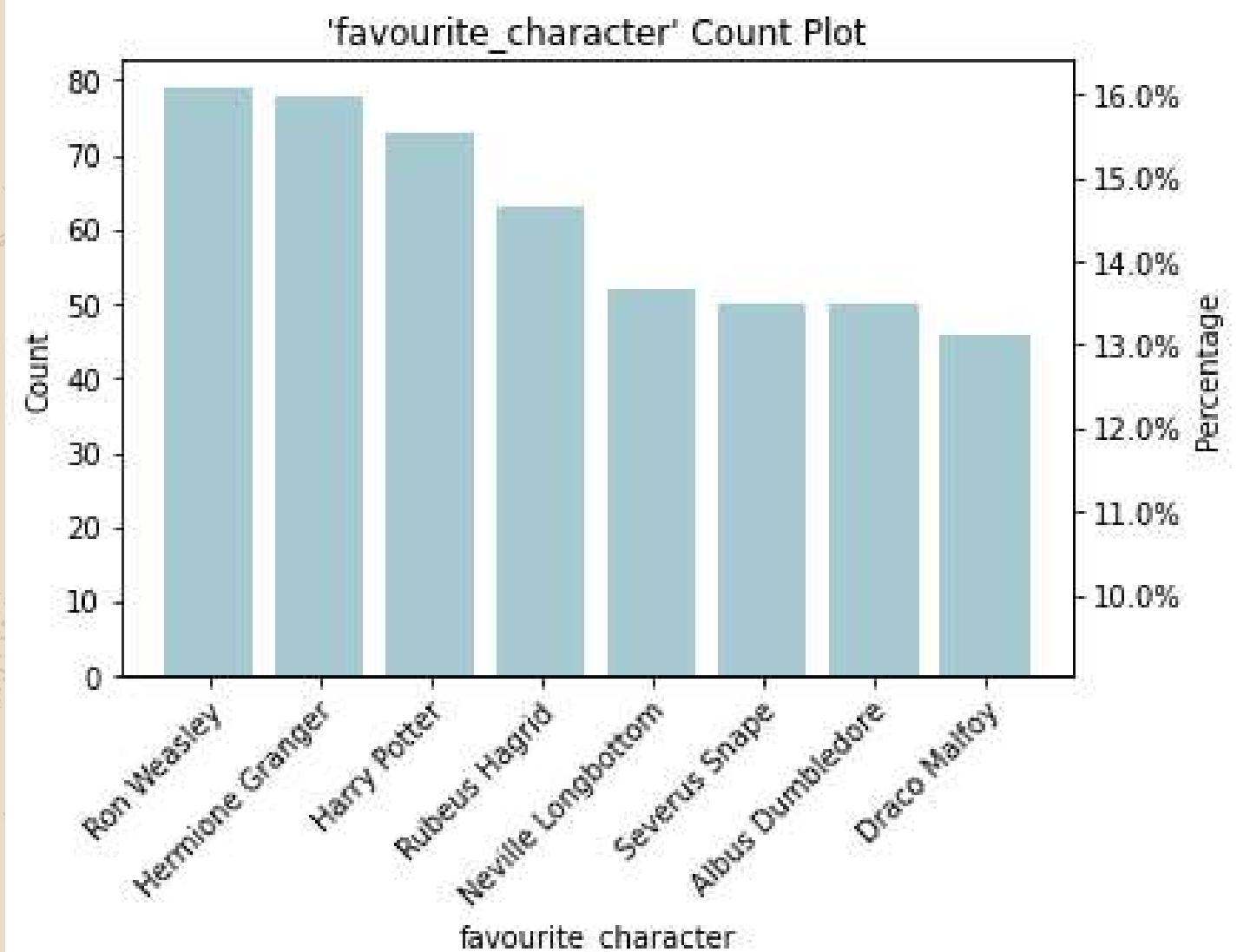
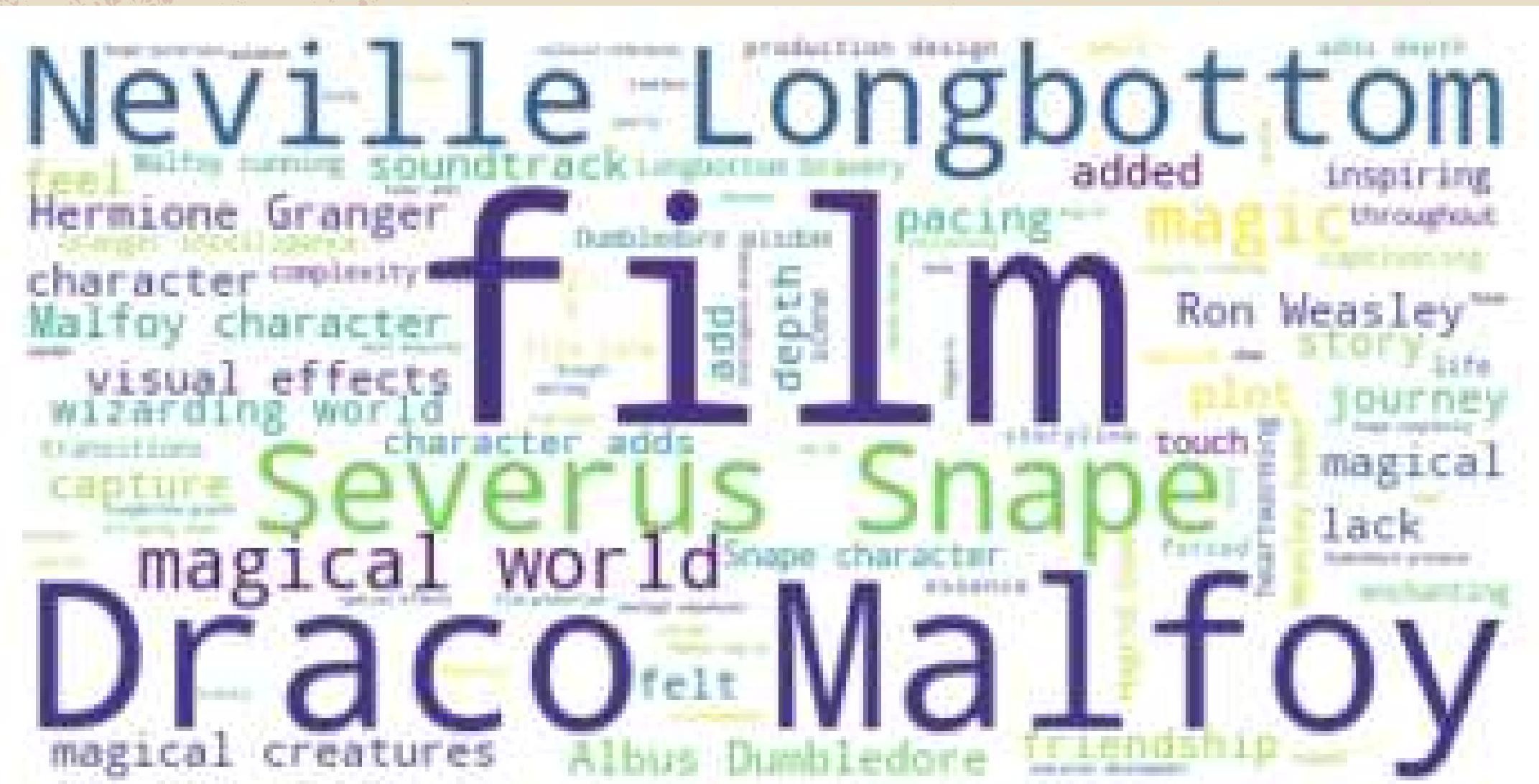
"Harry Potter and the Philosopher's Stone" was a massive success both critically and commercially, marking the beginning of the highly popular film franchise based on J.K. Rowling's book series.

The aim of our analysis was to find out how the audience felt about the first movie of the Harry Potter franchise









# FINDINGS

The females were more opinionated and eager to share their reviews with the rest of the world. They represent 48.7% of the audience.

The ages of the users are between 10 and 60, most of the users which expressed their opinions being between 30 and 35 years old. This shows that Harry Potter movies are magical for each age, keeping not only the children engaged, but also adults.

Most reviews are coming from Spain, followed by Finland and Switzerland and the least present are the reviews from UK and The Netherlands.

The most used words in the wordcloud were “film”, “Draco Malfoy”, “Neville Longbottom”, “Severus Snape” and “magical world”.

With regards to the favourite characters, there is no surprise that the most loved characters by the audience are the magic trio: Ron Weasley, Harmonie Granger and Harry Potter. The most disliked one is Draco Malfoy, followed by Albus Dumbledore.



# CONCLUSION

The findings of our analysis show that each and every one of us needs a little magic in their life



# THANK YOU!

