FROM SCRIPT TO SCORE

SENTIMENT ANALYSIS OF FILM CONTENT

BRUGERA HERRERO

OVERVIEW

Analyze the relationship between themes, audience sentiment,
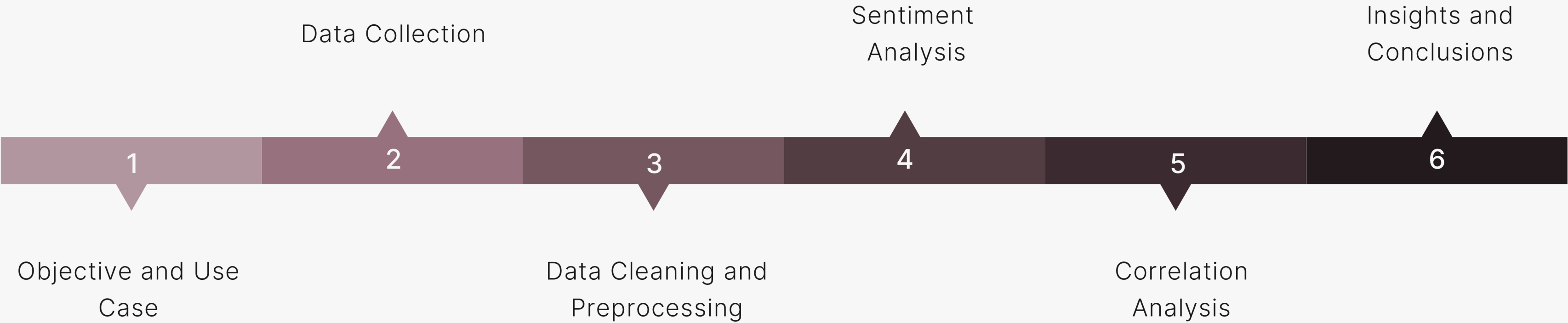and their impact on ratings and popularity.

The rise of violence and sensitive content in films raises important questions.
Many viewers want to avoid triggering content.

To explore how different themes in films influence audience emotions
and preferences, and create meaningful insights.

WORKFLOW

Data Collection

Sentiment Analysis

Insights and Conclusions

| 1 | 2 | 3 | 4 | 5 | 6 |

Objective and Use Case

Data Cleaning and Preprocessing

Correlation Analysis
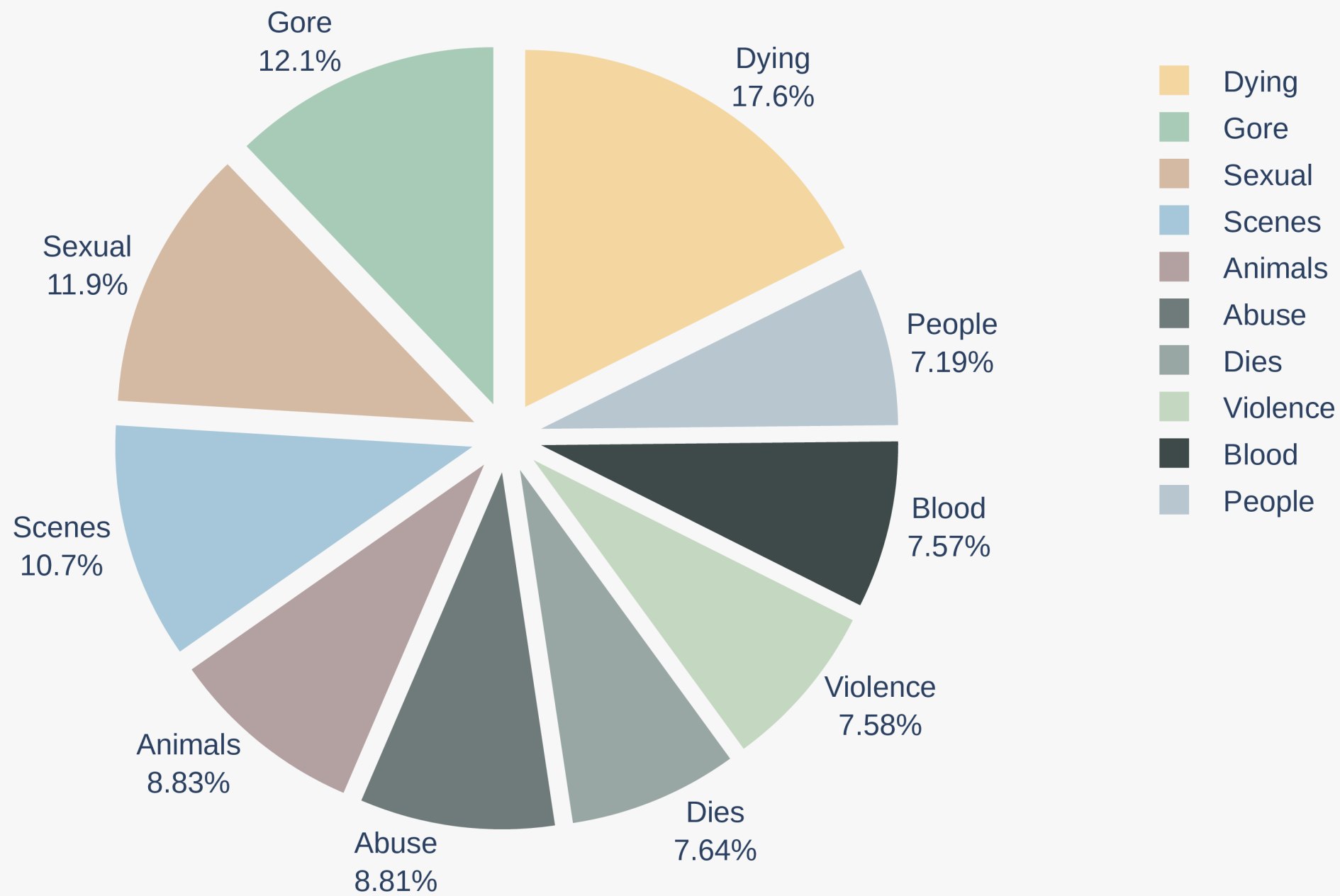
THE DATA

18,184
MOVIE TITLES

19
GENRES

126
COUNTRIES

197
EVENTS

TOOLS AND SOURCES
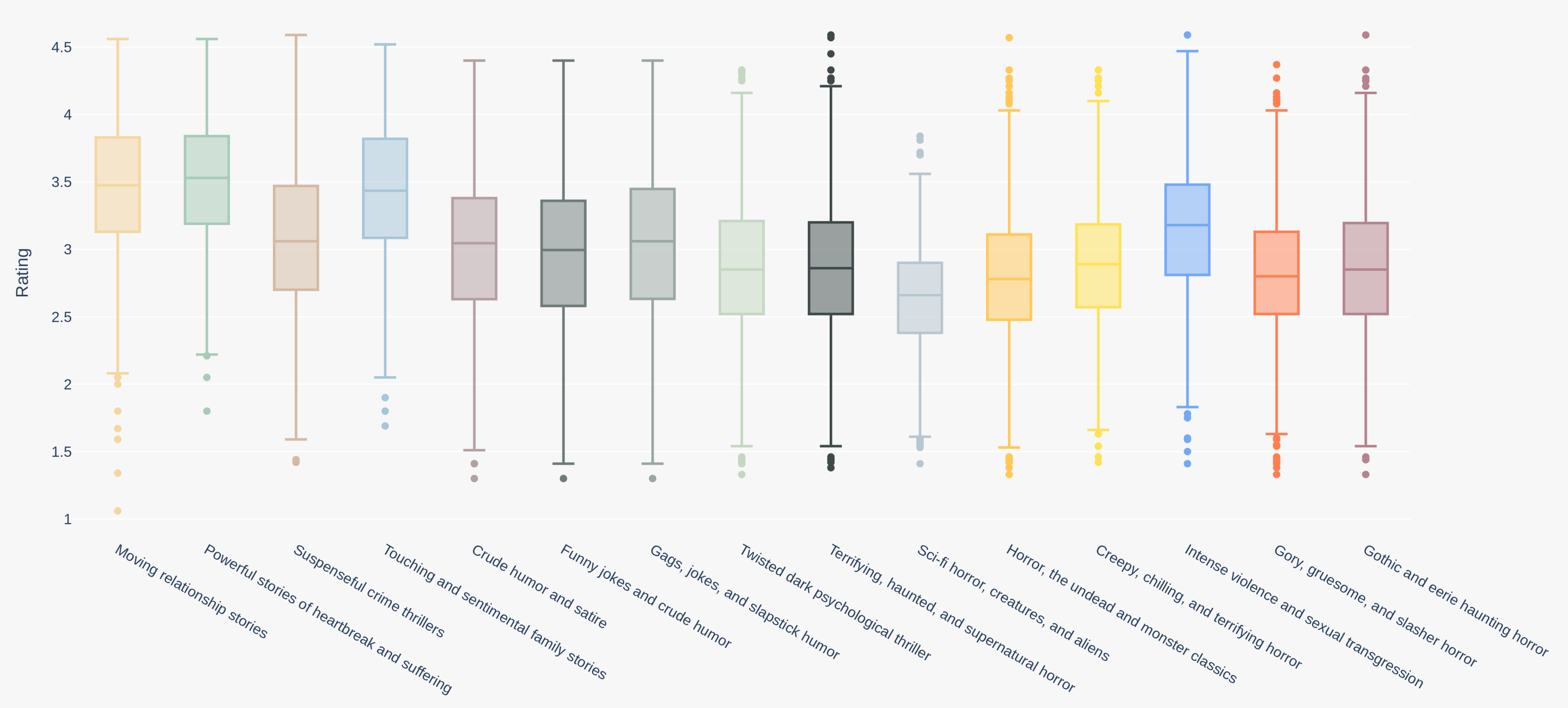
Top Recurring Words in Events

FEATURE EXTRACTION

Transforms raw text into structured attributes to enable effective sentiment analysis.

RATING DISTRIBUTION
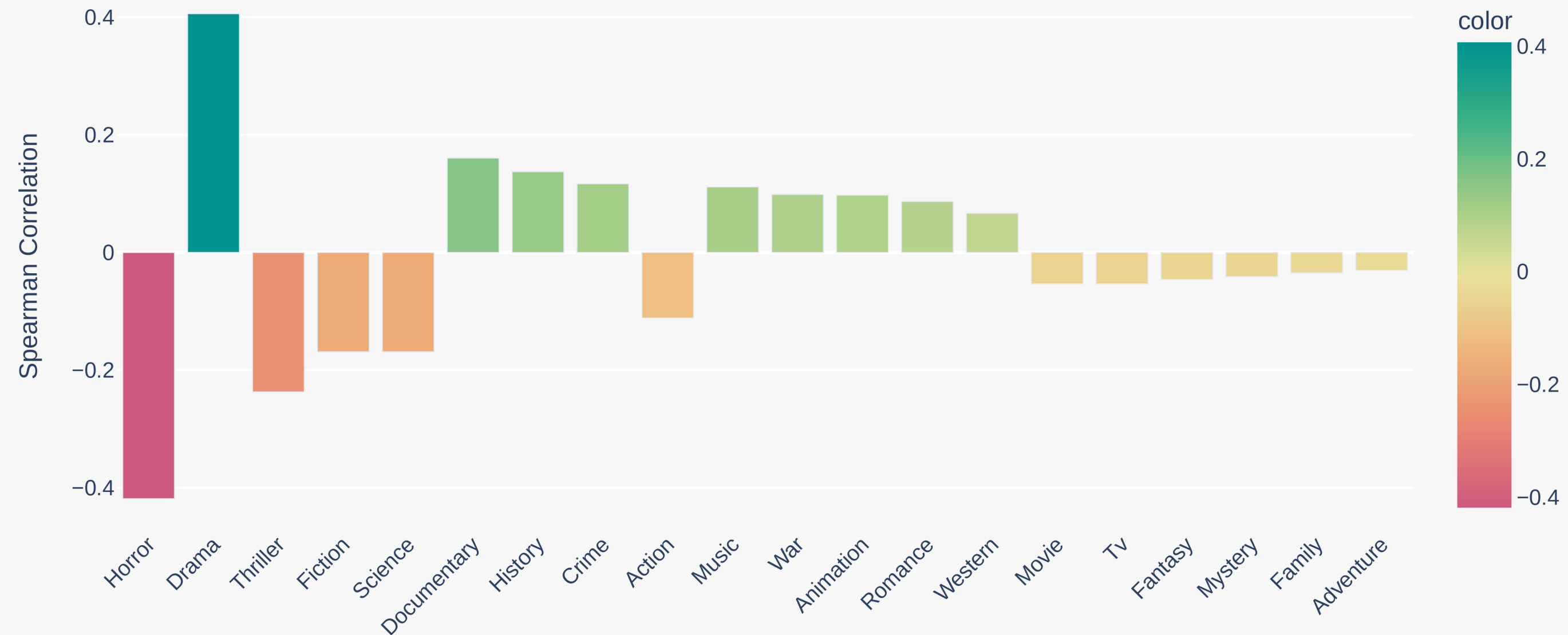
Visualizing the distribution of ratings across variables to identify sentiment patterns.

Rating Distribution for Most Recurring Themes
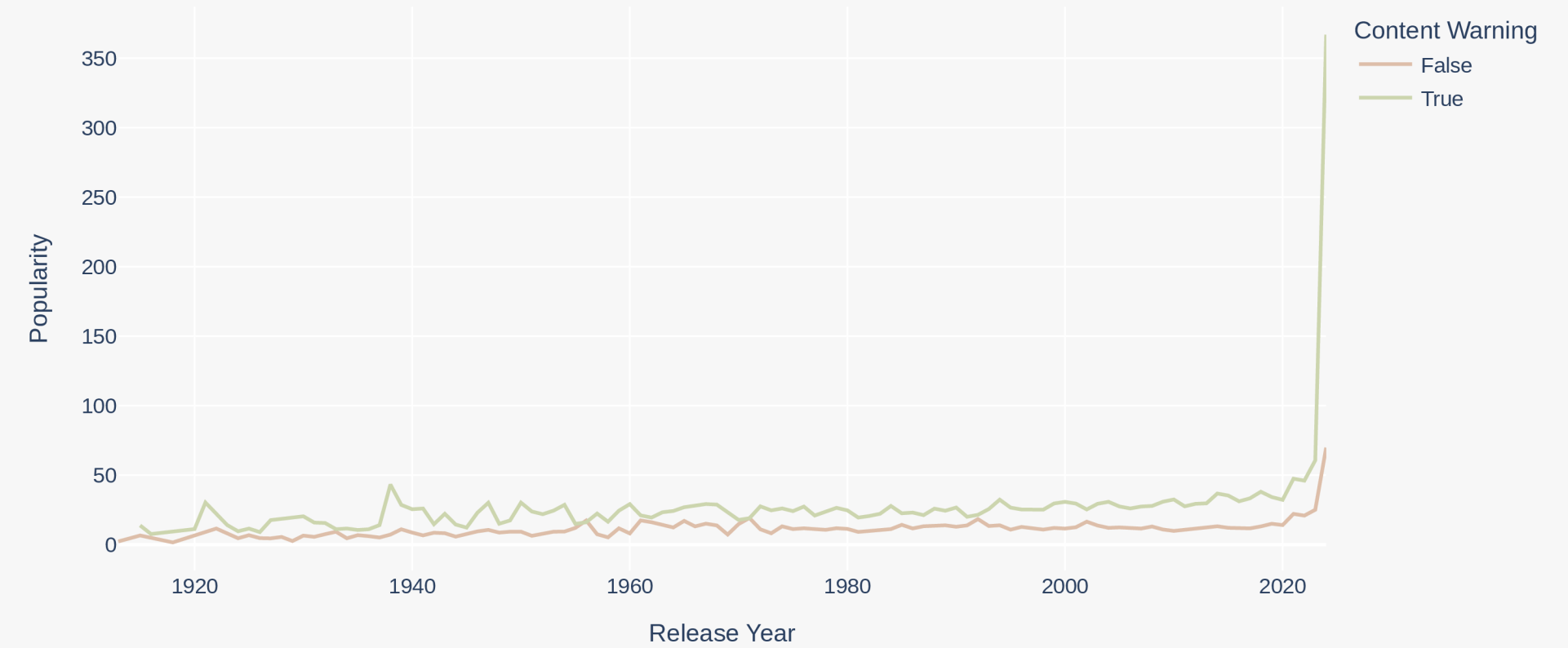
Sentiment Distribution per Genre

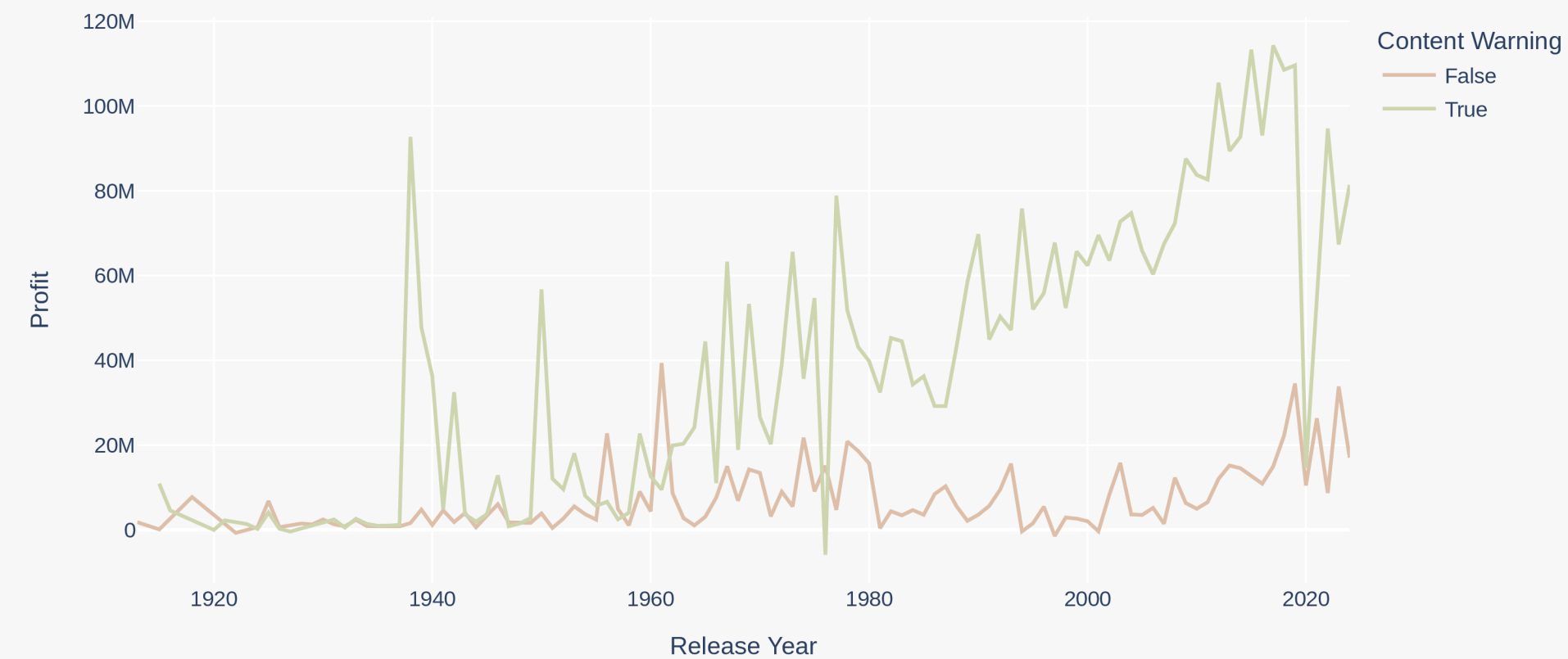VADER calculates sentiment scores through user reviews and film popularity.
Spearman's correlation measures the relationship between sentiment and other factors like genre, summary, etc.

Popularity Over Time by Warnings

Warnings and Popularity:

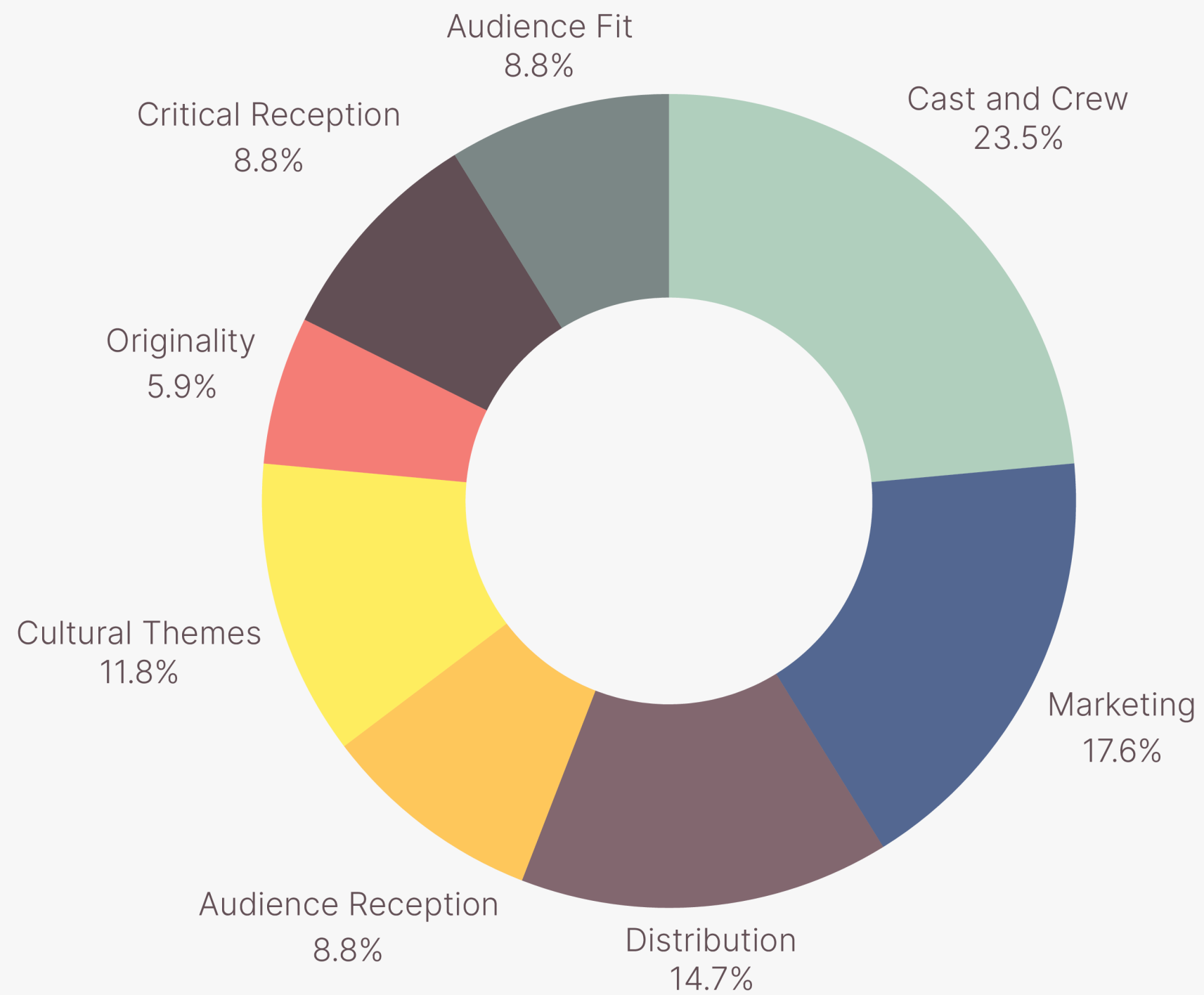Very weak positive correlation (0.08) — minimal impact.

Profit Over Time by Warnings

CORRELATIONS AND IMPACT

Warnings and Profit:

Weak positive correlation (0.22) — slight influence on profitability.

Audience Fit
8.8%

Critical Reception
8.8%

Cast and Crew
23.5%

Originality
5.9%

Cultural Themes
11.8%

Marketing
17.6%

Audience Reception
8.8%

Distribution
14.7%

OTHER
KEY FACTORS

(Source: Statista)

Warning events have minimal impact on popularity and profitability.

Sentiment analysis shows no strong influence of warnings on success.

Film success is subjective, shaped by personal taste and demographics.

More research would be needed to identify other key factors in success.

CONCLUSIONS

CHALLENGES

Data organization and sorting

Prioritizing key points

Solo project management

Identifying relevant information

Drawing conclusions

LEARNINGS

Think globally, code locally

Avoid overengineering

Human behavior is subjective

Simplicity is key

Communication and feedback matter

THANK YOU!