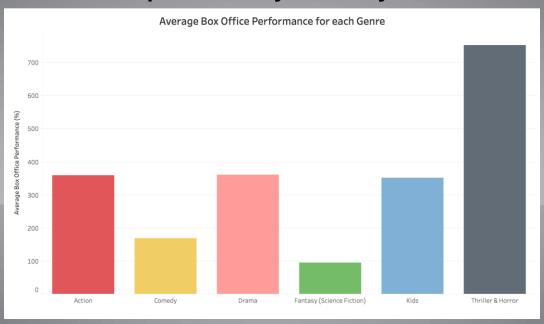
Movie Review Analysis

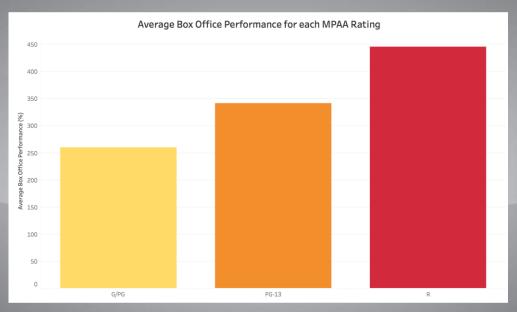


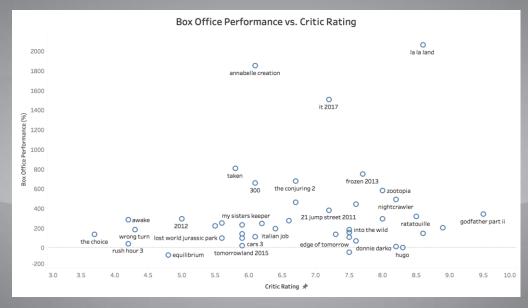
Objectives of the project

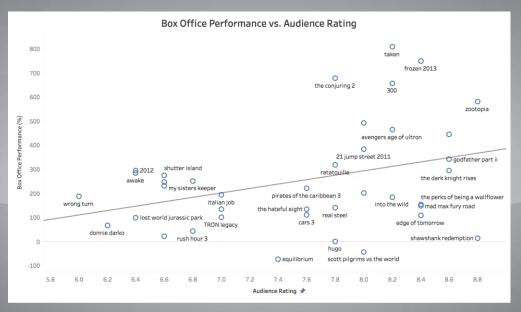
As an Analytics Consultant, help the production companies decide where to invest money. Do the reviews relate to a movie's box office collection? If yes, is it the audience or the critic reviews that matter more?

What was the most talked about aspect of the movie and how did it impact the producers monetarily?









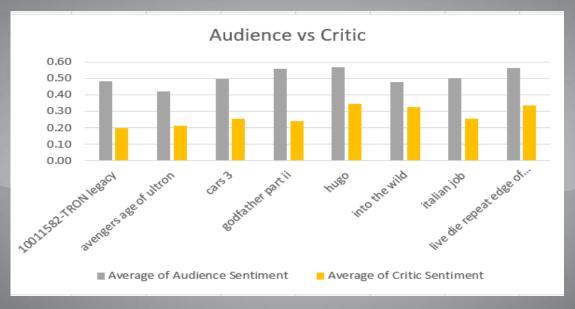
Data Cleaning:

After scraping data from Rotten Tomatoes for audience and critic reviews:

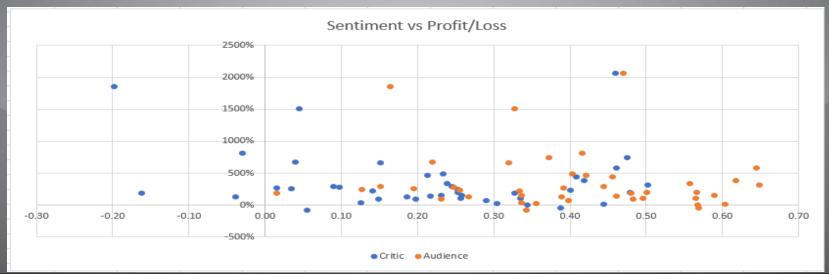
- Removed stopwords and lemmatized the word corpus
- Movie names like "Mad Max" and "It's a Wonderful Life" were skewing sentiment analysis
 - movie names were replaced by word 'movie'
- For word cloud, movie names were most frequently occurring words
 - movie names were removed from analysis

Do the Critics and Audience hold similar sentiments towards a movie?

Audience tend to be more accepting than the critics



Audience sentiments tend to have a better relation with percentage profit/loss



What should the producers market?

wayspectacle waysp

300

slapstick b show take Ehollywood new oneget on high funny hill comedy year action fun better buddy joke laugh school miller right

21 Jump Street

two young one much like character even clown childhood horror better kid king good muschietti scary adaptation really stephen terrifying enough

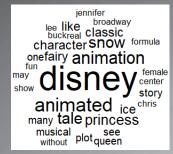
IT

two one the great old to be horror dark seems to be seen to be the seems to be

Shutter Island

worth surprisingly
metalenough post
well byear newtheron
hardy george by with
director mile first
director oneworld ricetime
story almost apocalyptic
extravaganza stunt

Mad Max: Fury Road



Frozen

superhero
behemoth franchise
work feel spectacle
epic of Offine comic good
fun of Sine freeling
made whedon
world character character character story
never little
come one
noisy thing

Avengers: Age of Ultron

good strength diana bigbest time genre gal action patty way one jenkins sequence support of the control of the

Wonder Woman

work parent animalmodest animalmodest smartworld anything funny best crime fun animated recent well disney ausing also get kid like ocome message of bunny heavy much adult enough time prejudice year

Zootopia



The Dark Knight Rises

Learnings from the analysis

- Audience rating are a major driver of box office collections
 - R rated movies have higher profits
- Audience sentiments about a movie directly influence box office collection
- Audience reviews usually are much higher than critic reviews
- For R rated movies, director, writers could be a major driver for movie's success
- For G/PG rated movies, production company, the message movie holds are the most often talked about topics