

Movie Review Analysis

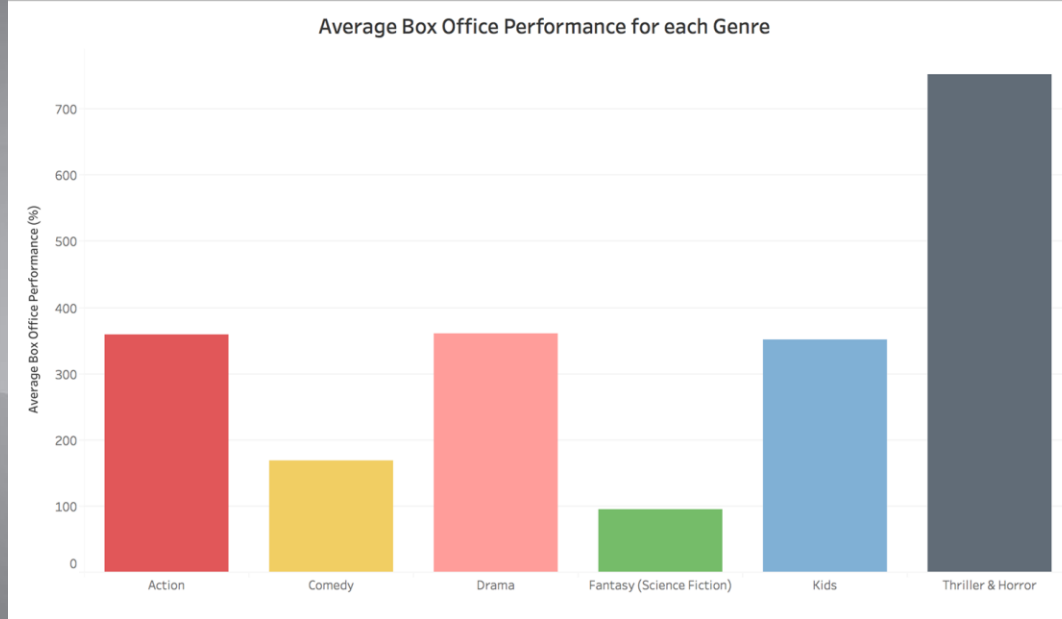


Objectives of the project

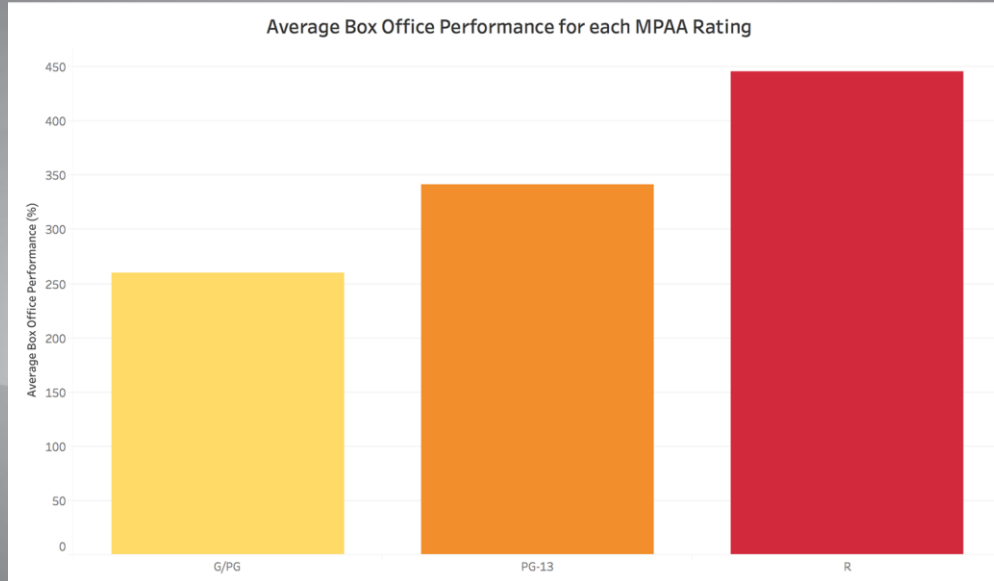
As an Analytics Consultant, help the production companies decide where to invest money. Do the reviews relate to a movie's box office collection? If yes, is it the audience or the critic reviews that matter more?

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

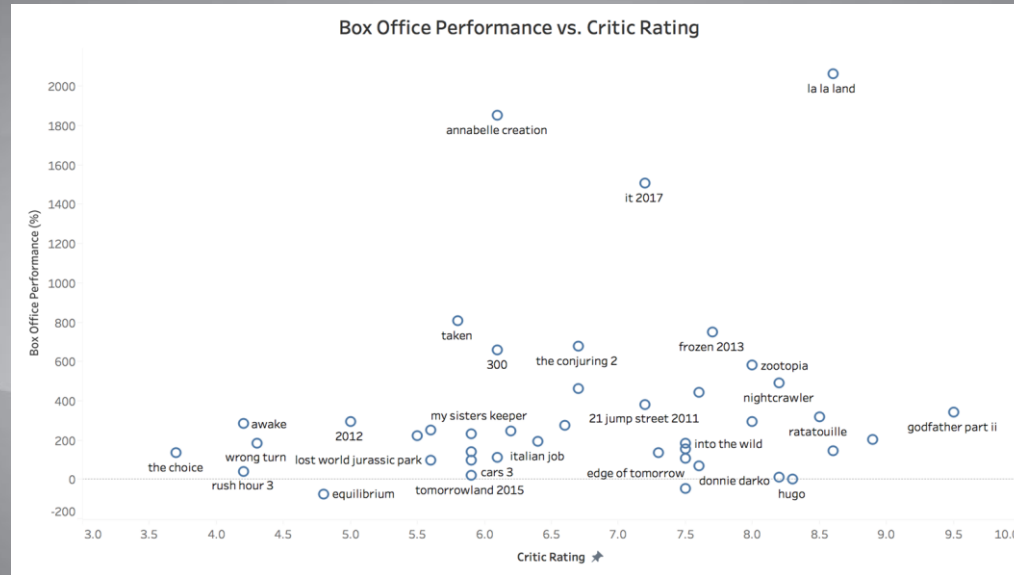
Exploratory Analysis



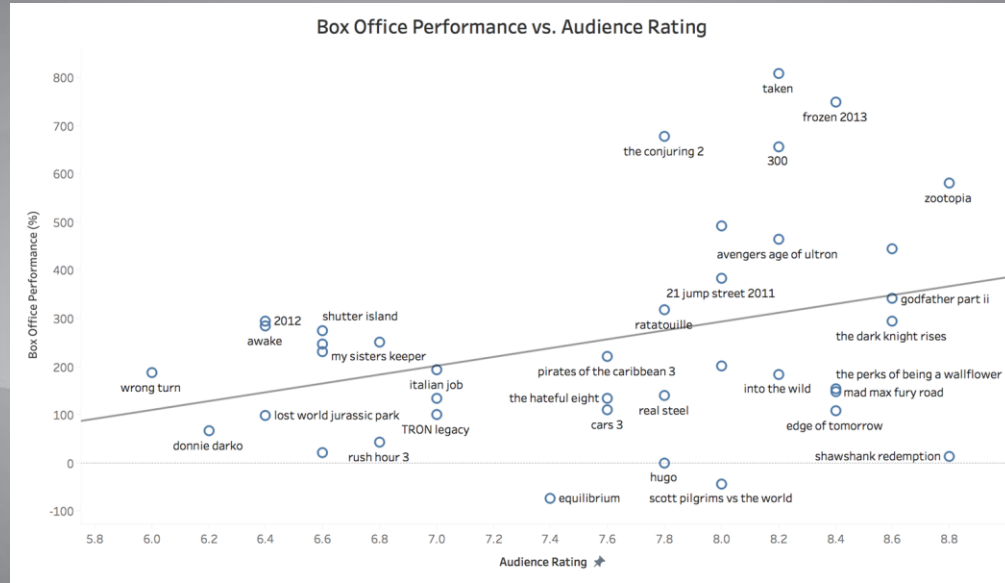
Exploratory Analysis



Exploratory Analysis



Exploratory Analysis



Data Cleaning:

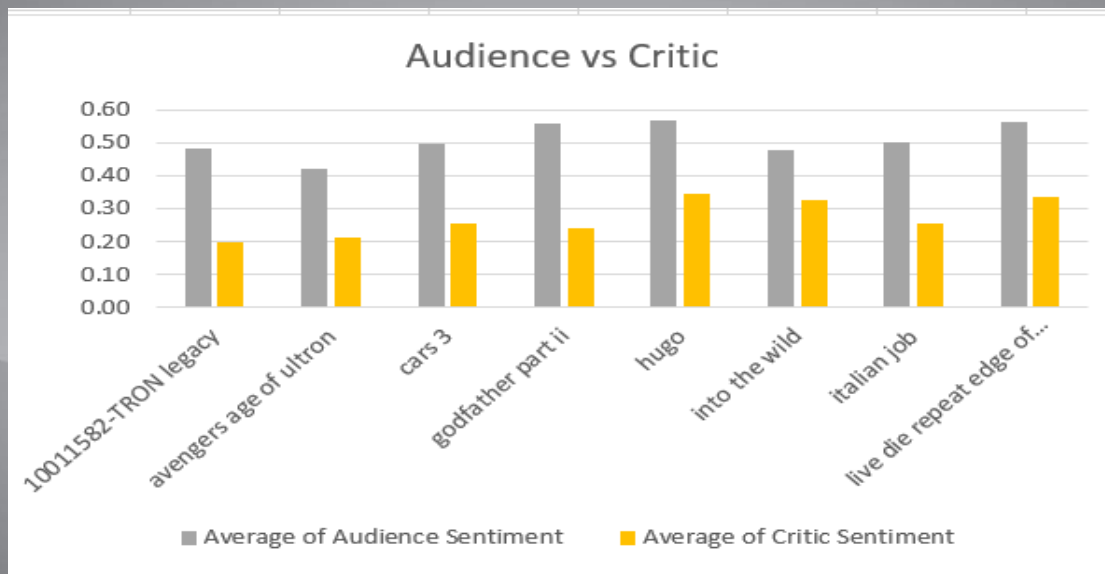
After scraping data from Rotten Tomatoes for audience and critic reviews:

- 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

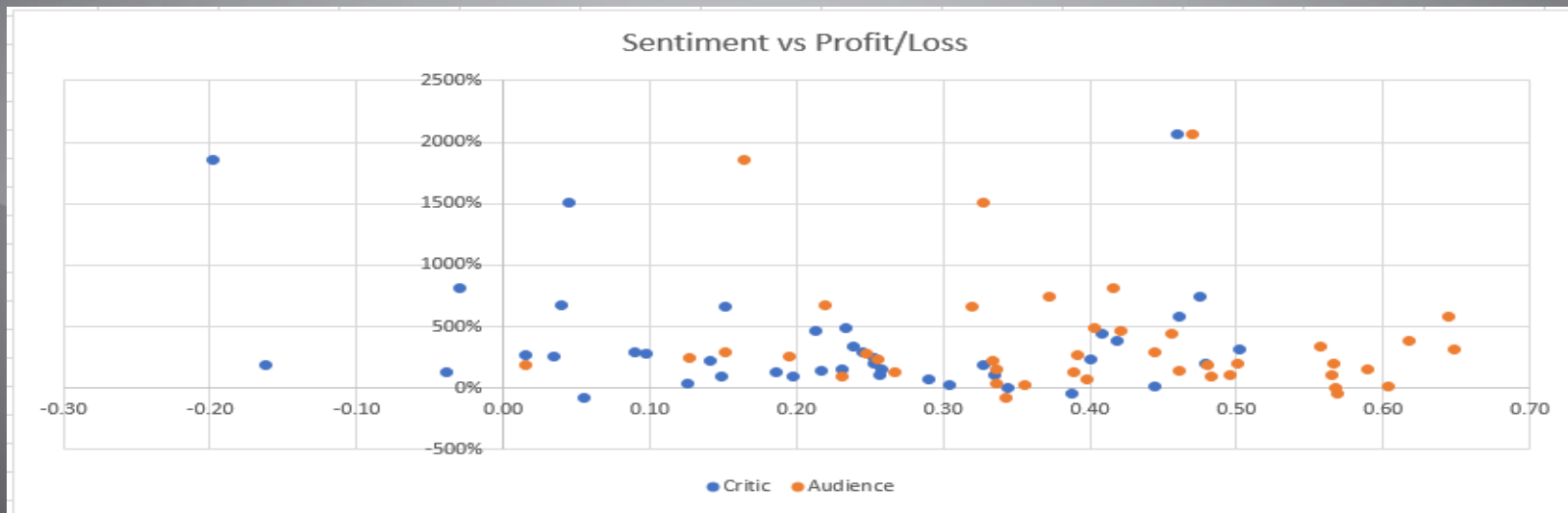


Do the Critics and Audience hold similar sentiments towards a movie?

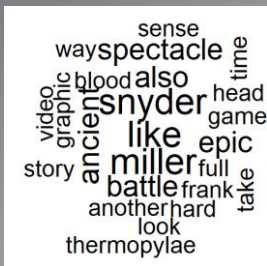
Audience tend to be more accepting than the critics



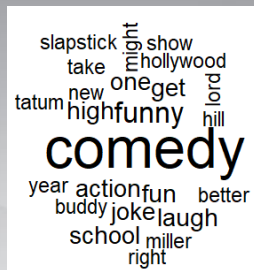
Audience sentiments tend to have a better relation with percentage profit/loss



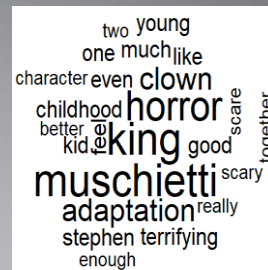
What should the producers market?



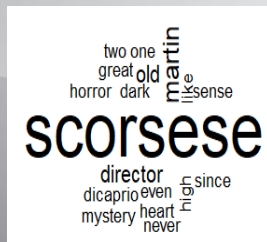
300



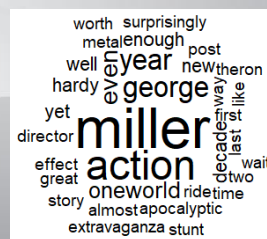
21 Jump Street



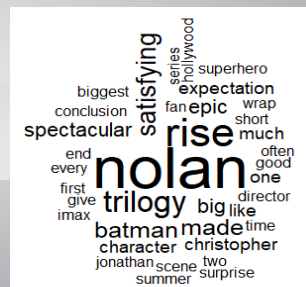
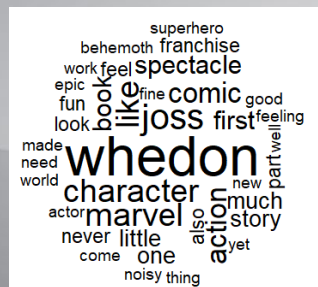
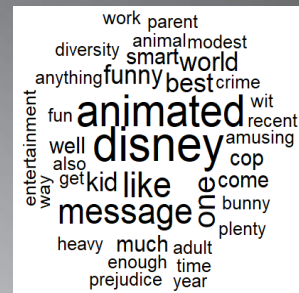
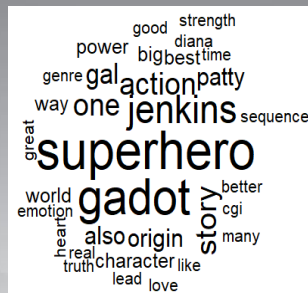
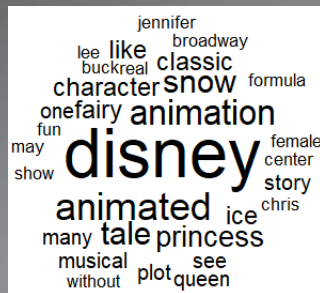
IT



Shutter Island



Mad Max: Fury Road



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