

Comparing Public Sentiment Between Barbie vs. Oppenheimer

Case study by Colby Le, Spring 2024



Prompt: Warner Bros Movie Studio is looking to improve their profit margins for the upcoming lucrative summer movie season. They have decided to enlist the services of a data scientist to use machine learning algorithms to reach this goal. Though they did not provide you with any material, you have plenty to work with. The company executives mentioned wanting to reproduce a new Barbenheimer smash hit success, so your first thought is to read movie reviews of both Barbie and Oppenheimer. You will use sentiment analysis to quantify the positive or negative sentiments reviewers had towards both movies, hopefully aggregating these individual findings into a final decision about which movie performed better according to public sentiment. You will then report these findings to the board - be thorough in your analysis, you could generate millions of dollars in profit in the future - expect a raise!

Deliverable: Produce a Github repository containing your solution to this problem, as well as a board room report to give to the studio executives. You will be given access to the imdb review pages for both the Barbie and Oppenheimer movies <https://www.imdb.com/title/tt1517268/reviews> and <https://www.imdb.com/title/tt15398776/reviews>. Your final product will be judged for its depth of results produced, as well as how well they are articulated to a non-technical audience.