

Fandango Movie Ratings Update Executive Summary

In this updated check on Fandango's movie ratings, from October 2020, I analyzed the company's rating for 2015 and 2016 to verify if Fandango had addressed the high bias in their ratings. The years above correspond to the time the bias was discovered and the following year.

The 2015 data was made publicly available on the *Github* site by data journalist Walt Hickey who had discovered Fandango's high bias. The 2016 data was listed on *Github* by the Dataquest team. I analyzed popular movies from both years. These were movies with at least 30 fan reviews in 2015 (same criteria as Hickey) and those with a significant number of votes in 2016.

One problem I found was that by 2016, the reviews for Fandango were actually coming from Rotten Tomatoes, another movie rating company. In comparing the two years, Fandango's average rating dropped from 4.1 in 2015 to 3.9 the following year. Additionally, the most common rating went from 4.5 to 4.0 for the same time period. These results are summarized in the last table in the attached notebook. They suggest that Fandango has indeed corrected the high bias of their ratings.

As a caution, there is still risk involved with relying on Fandango's ratings because historically their ratings were biased high and Fandango seems to have chosen to outsource their ratings. It may be best to rely on another source or compare Fandango's ratings with other movie critics when making business decisions based on Fandango's reviews.