

MOVIE SENTIMENT ANALYSIS

Problem to Solve

Understand the Relationship between the Feelings Expressed in the Script and the Success or Reception of the Film.

Hypothesis: The emotional nature of the script can influence the commercial or critical success of the film.

Solution to the Problem: Using sentiment analysis, you can identify emotional patterns or trends in the script and correlate them with indicators of success such as box office receipts, critics' ratings, awards won, or audience reception.

Practical Applications: This could help producers and screenwriters understand which emotions resonate most with audiences or predict the potential success of a film based on their script.



SENTIMENT ANALYSIS



Novelty in the analysis

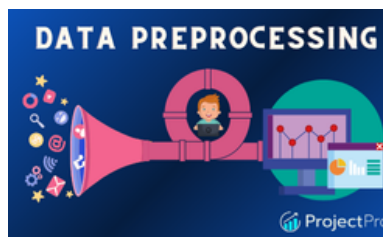
1. Focus on the Script: Many analyzes focus on the final film, but when analyzing the script, you are examining the narrative and emotional basis of the film, which is less common.
2. Predicting Trends and Audience Preferences: Analysis can link certain emotional patterns in the script to the popularity or success of the film, this represents a new angle for predicting trends in the film industry.
3. Applications in Marketing and Promotion: Sentiment analysis of the script could be used for marketing and promotion strategies, aligning the advertising campaign with the emotional tone of the script.

Methodology

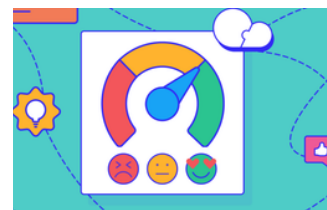
1.Data Adquisition



2.Preprocessing



3.Sentiment Analysis



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