

ROTTEN TOMATOMETER

FILM



RATING

ROTTEN TOMATOMETER MOVIE RATING



Problem and Background:

The movie industry is highly competitive, and studios face challenges in producing quality movies that receive positive reviews from critics and audiences.


In this context, the Tomatometer ratings system, which rates movies on a scale of 1 to 100, is an important indicator of a movie's success.

However, studios often struggle to achieve high ratings, which can impact their revenue and brand reputation.



Task



- Distribution of film look like by rating
 - Percentage of films received a rating
 - Explore new film releases over time
 - Compare average Tomatometer ratings by Studio
 - Films showed the largest discrepancies between audiences and critics
 - Explore the critics consensus rating
- 

Solution

To address this challenge, this report presents an analysis of -

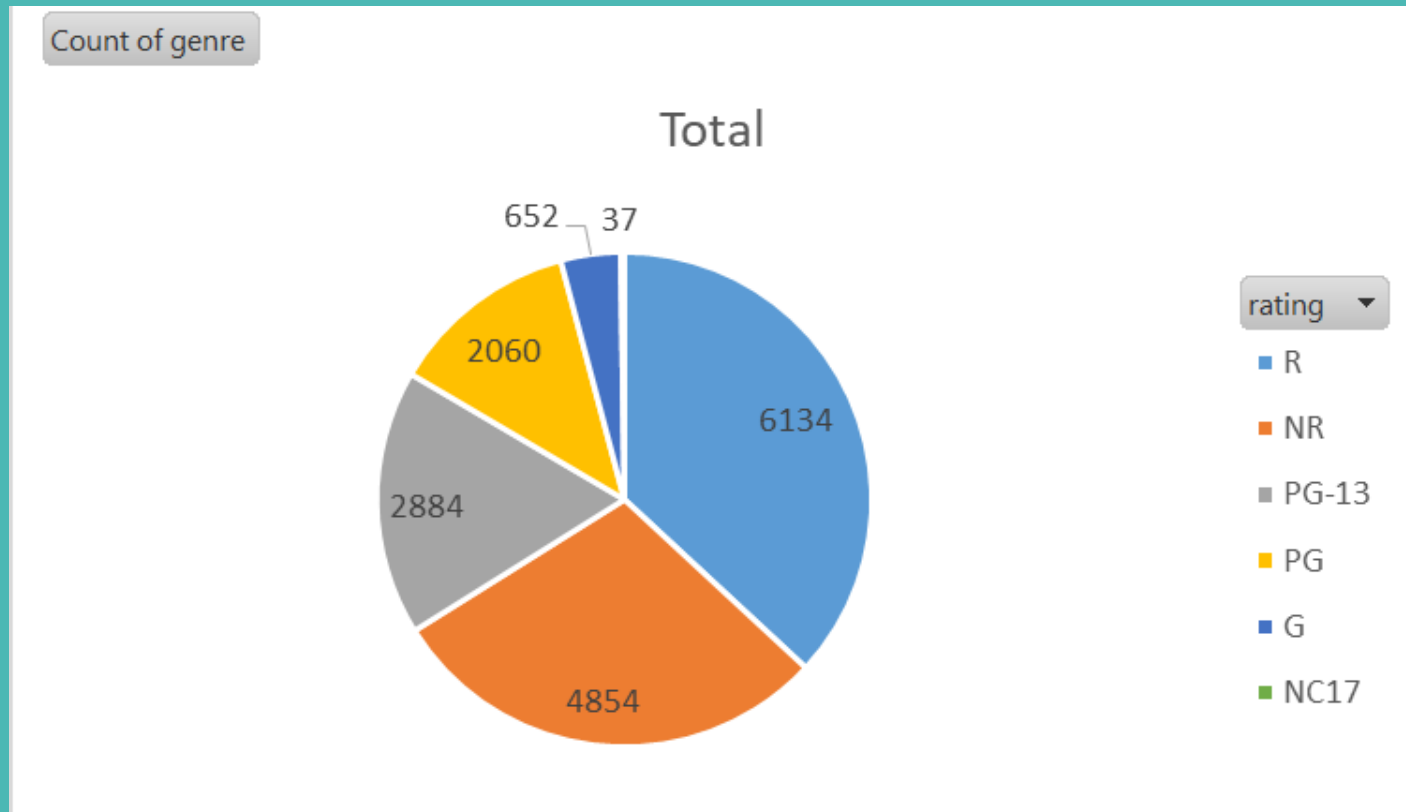
- Tomatometer ratings for movies in the different rating category, with a focus on the comedy genre.
- The highest count of ratings, the ratings received from certified fresh and rotten, the movies released in 2014 and the new releases in October.
- The report highlights discrepancies in some movies between the Tomatometer rating and audience ratings, the lowest rating studio, and the highest rating studio.
- Sentimental analysis of critics consensus rating

Methodology

- The analysis was conducted using publicly available data on Tomatometer ratings and movies in the different rating category.
- The data was collected and analyzed using Excel, and the results were presented in this report.
- The scope of the analysis is limited to the "R" rating category and the comedy genre, with a focus on the years 2014 to the present.
- Explored new film releases over time and the volume of release by month trended over time.
- what year/month were the most new films released.
- Sentimental analysis by using Azure machine learning API.

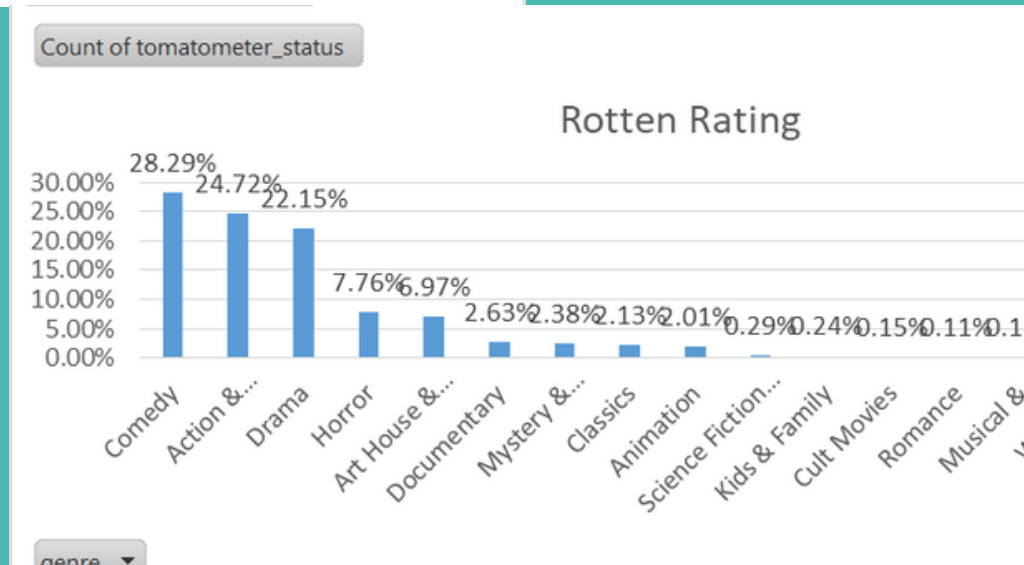
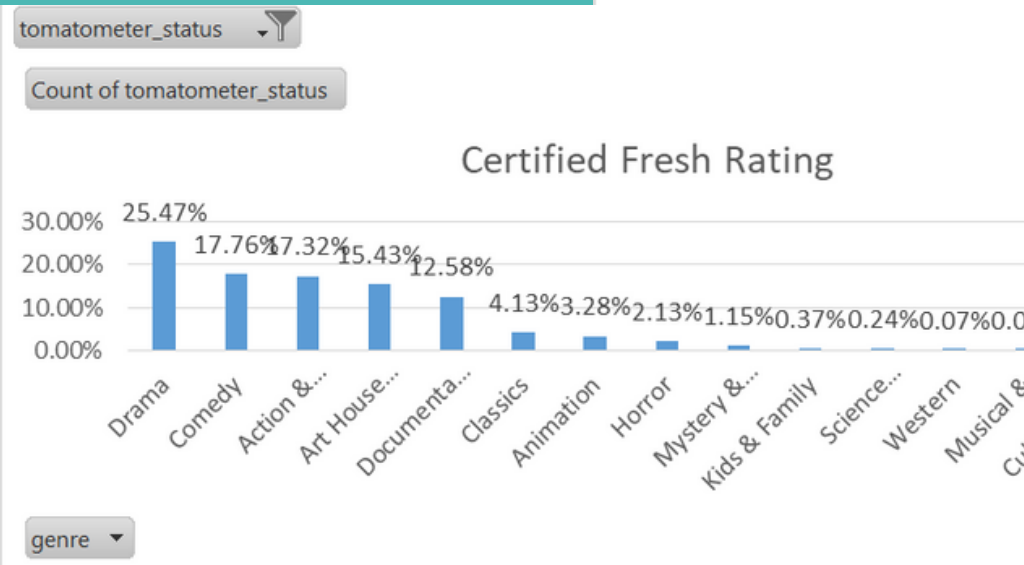
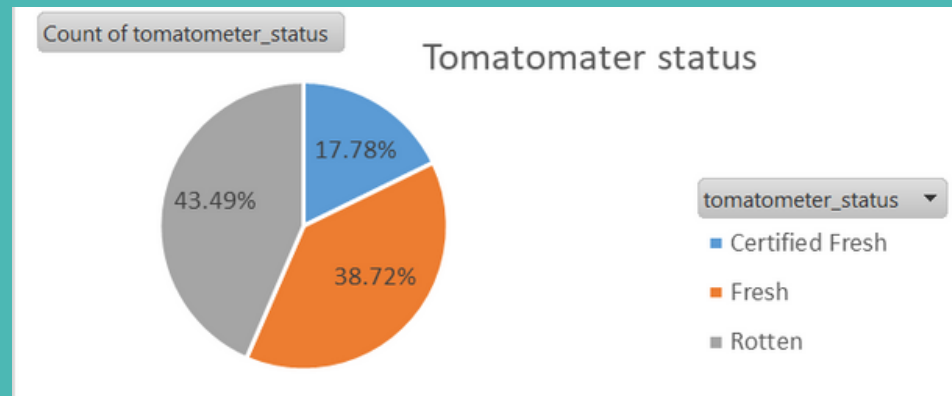
Goals

- R distribution type films have highest count after that NR.



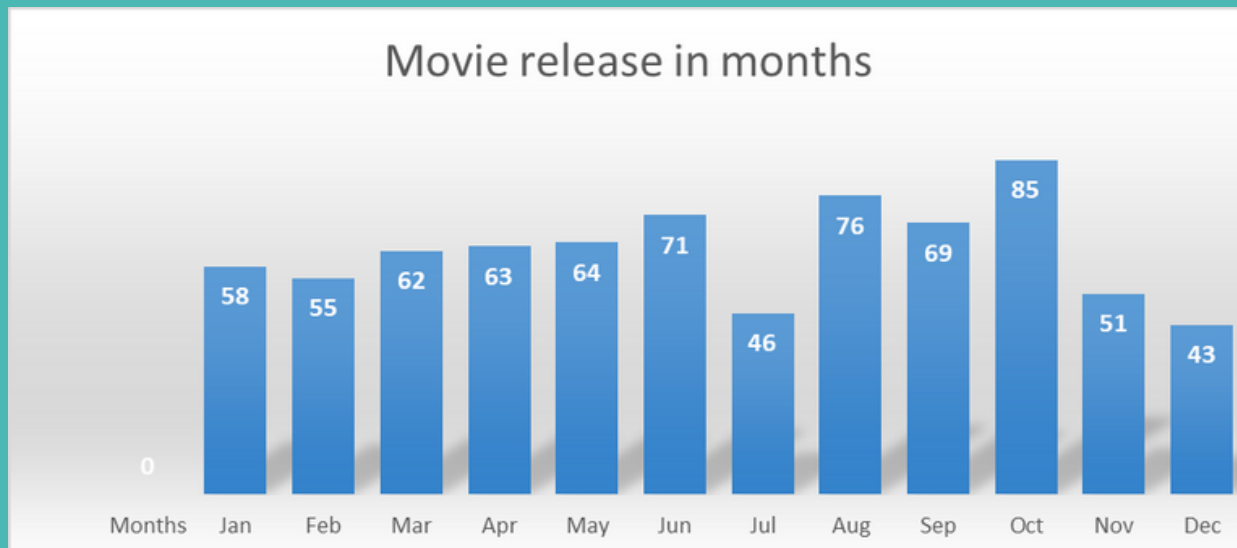
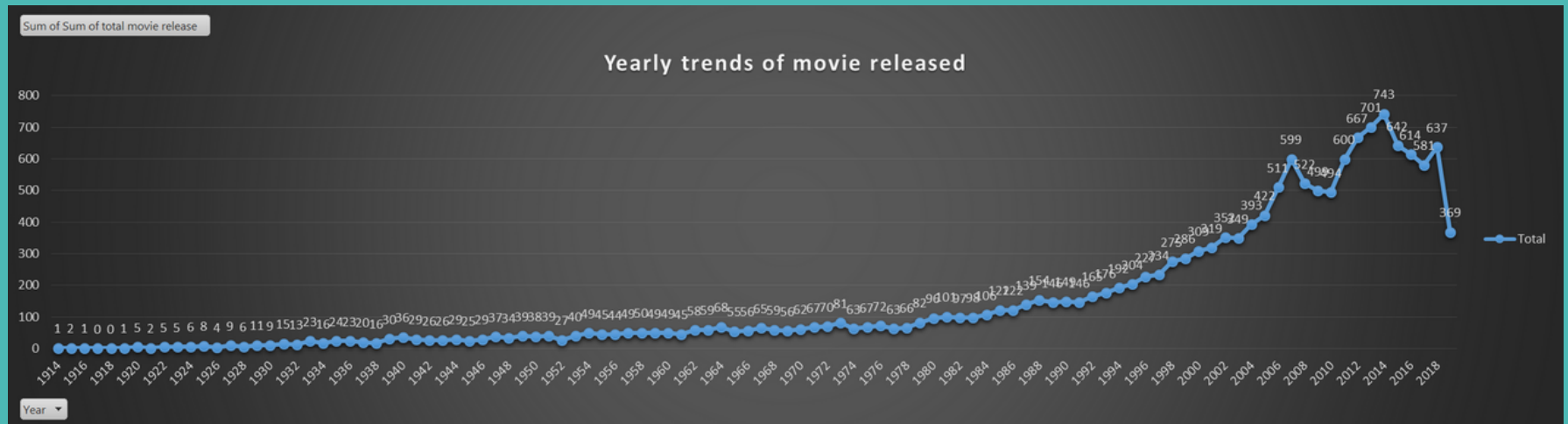
Goals

- Rotten rating got highest 43.49 %.
- Drama got 25.47% which was highest in Certified Fresh Tomatometer rating .
- Comedy got 28.29% which was highest in Rotten Tomatometer rating .



Goals

- In 2014 -> 743 movie release which was highest.
- In Oct,2014 -> 85 movies have released.

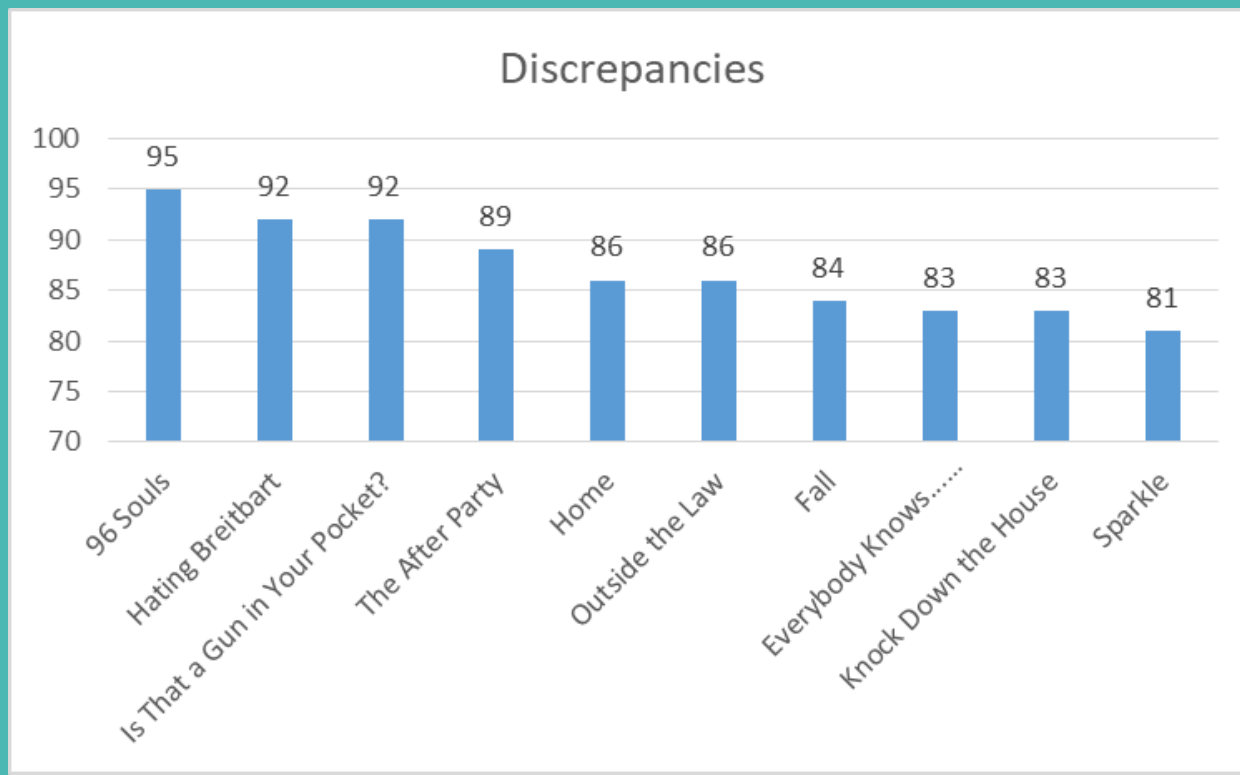


Goals

--> Compare average Tomatometer ratings by Studio. Which studio produces the highest rated films on average ? the lowest?

- Highest rated average rating was 100 and the film count was 176.
- Lowest rated average rating was 0 and the film count was 59.

--> Compare the Tomatometer ratings against audience rating. Which films showed the largest discrepancies between audiences and critics.



Goals

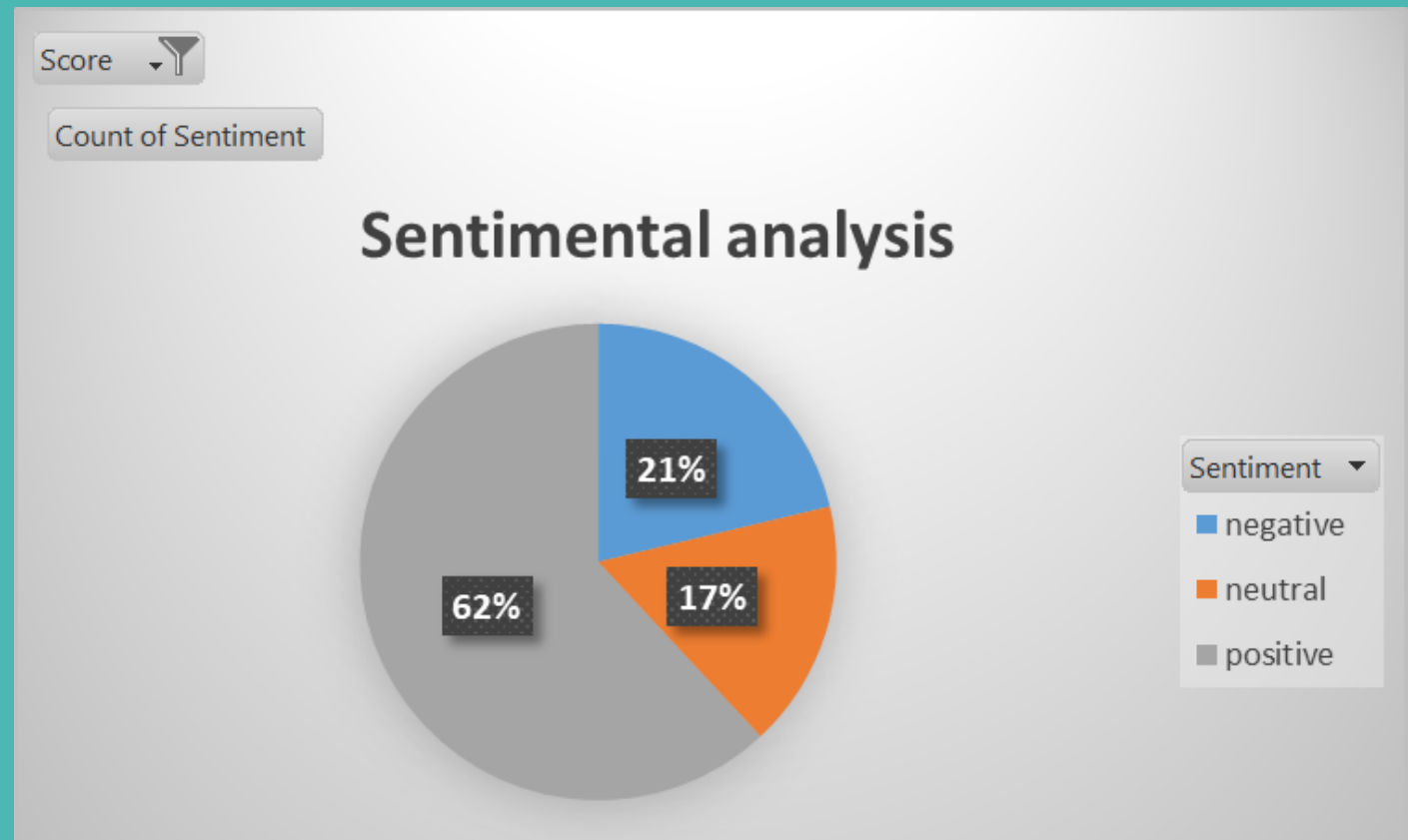
-Sentimental analysis of critics consensus rating:

Count of Sentiment

--> negative - 1766

--> neutral- 1395

--> positive-5143



Conclusion

- Identify patterns and trends in the data, such as the highest count of ratings for the comedy genre and the discrepancies between Tomatometer ratings and audience ratings for some movies
- Identified the lowest rating studio and the highest rating studio, which can help studios benchmark their performance and improve their ratings.
- Overall, the analysis provides valuable insights into the factors that contribute to high Tomatometer ratings for movies in the "R" rating category and can help studios improve their performance and achieve greater success in the movie industry.



thank you!

Presented by-
KHUSHI YADAV
11-04-2023