

Reboot Sentiment Analysis



Richard
Yesufu

COOLTURED

01 BACKGROUND

- Why am I Doing This?
- Goal of Project
- Methodology

02 FINDINGS

- Sentiment Analysis
- Regression

03 MEANING

- Company-Focused Reflection

04 ACTION PLAN

- KPIs
- Objectives
- Overall Action Plan

05 CLOSING

- Other Resources
- Questions
- Thank You

01

Background

Project Overview

- **Goal:** Help Cooledtured evaluate if reboot-related content is worth investing in
- **Shows Analyzed:** Velma, Teen Titans, Ben 10, Adventure Time, Powerpuff Girls, Rugrats, Animaniacs, Cobra Kai, iCarly, Dexter: New Blood, Bel-Air

Methodology

- Scraped YouTube comments using Google API
- Cleaned and preprocessed text data
- Performed sentiment analysis with VADER
- Visualized sentiment for each show
- Ran regression: Compound Score in relation to IMDB Rating

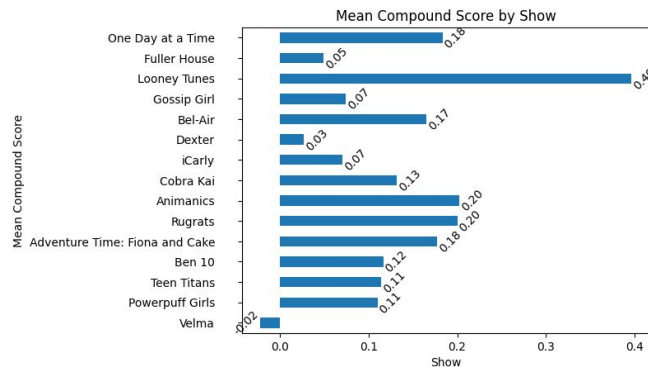
02

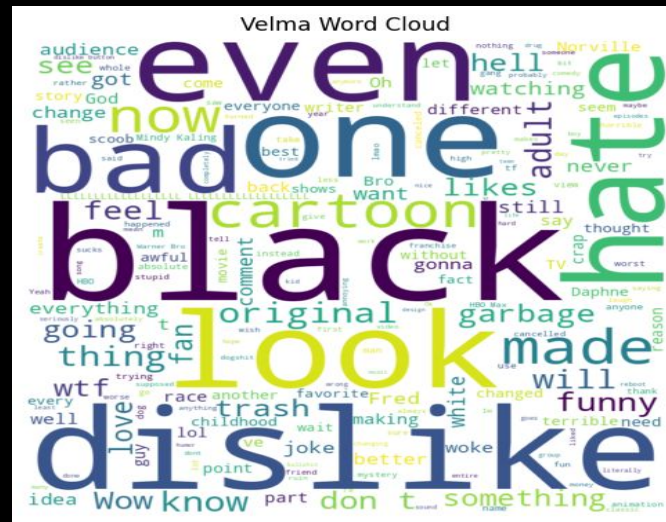
Findings

Key Findings (Sentiment Analysis)

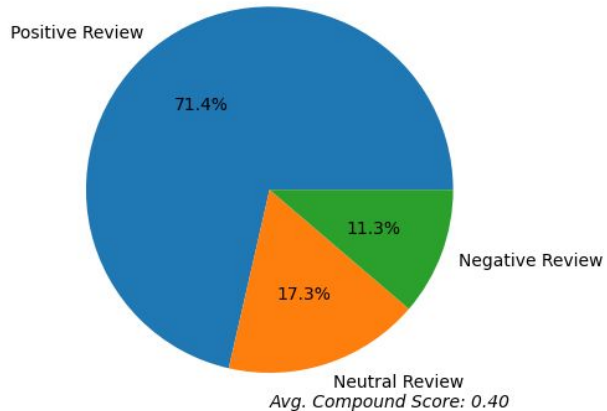
7

- Most reboots had positive sentiment overall
- Velma was the outlier with negative sentiment and ratings

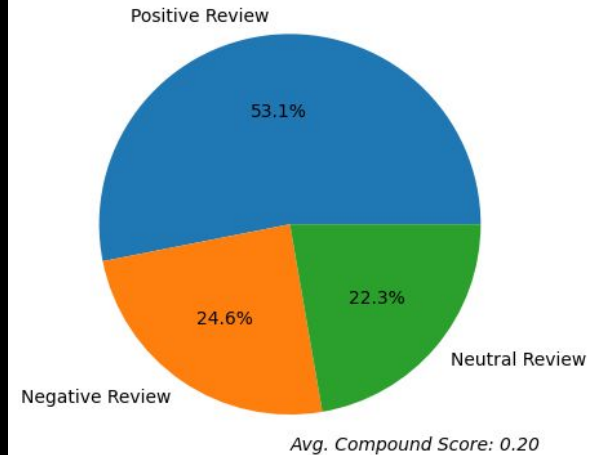




Looney Tunes Sentiment Distribution



Rugrats Sentiment Distribution



Key Findings(Regression)

- Sentiment explained ~13% of IMDb score variance
- More positive sentiment usually equals higher IMDb rating
- Linear equation is $y = 5.11 + 8.32 * X$ (where y = IMDB rating, and X = compound sentiment score.

OLS Regression Results

```

=====
Dep. Variable:          y      R-squared:          0.127
Model:                  OLS    Adj. R-squared:       0.060
Method:                 Least Squares    F-statistic:      1.899
Date:                   Wed, 23 Jul 2025    Prob (F-statistic): 0.191
Time:                   13:07:08    Log-Likelihood:   -32.071
No. Observations:      15    AIC:              68.14
Df Residuals:          13    BIC:              69.56
Df Model:               1
Covariance Type:       nonrobust
=====

```

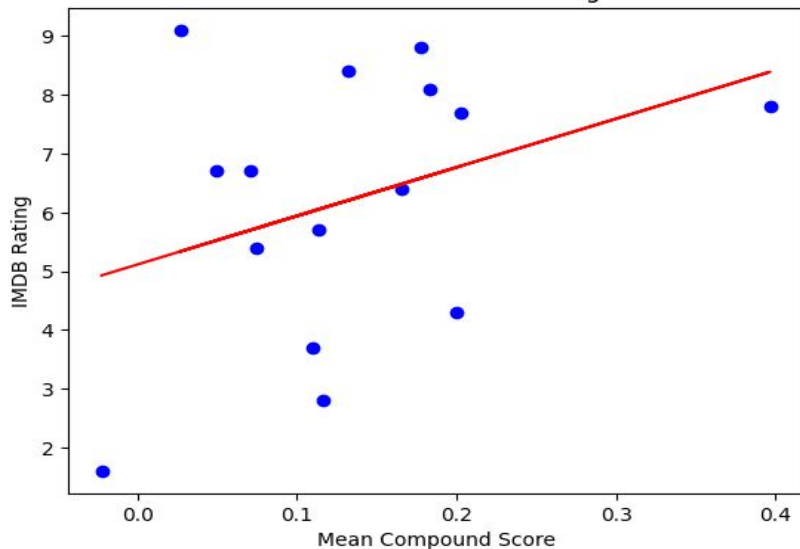
	coef	std err	t	P> t	[0.025	0.975]
const	5.1127	0.981	5.213	0.000	2.994	7.231
x1	8.2658	5.997	1.378	0.191	-4.691	21.222

```

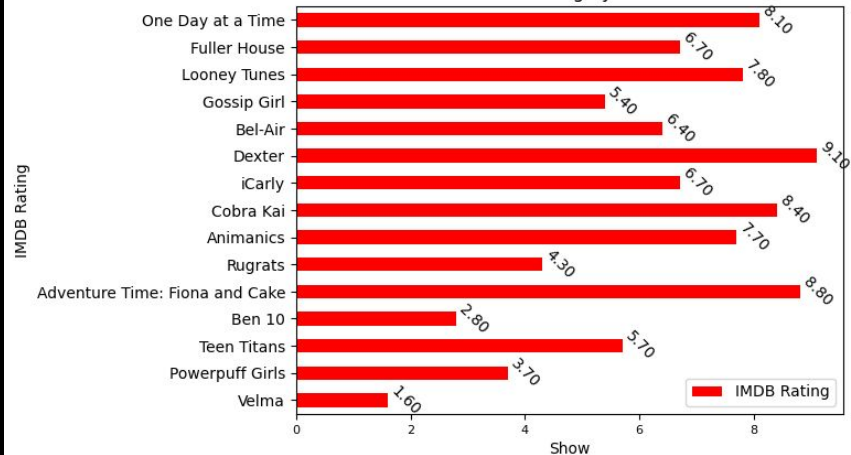
=====
Omnibus:                0.488    Durbin-Watson:      1.675
Prob(Omnibus):          0.783    Jarque-Bera (JB):    0.550
Skew:                   -0.142    Prob(JB):            0.759
Kurtosis:               2.106    Cond. No.            10.7
=====

```

Sentiment vs. IMDB Rating



IMDB Rating by Show



03

Meaning

What This Means for Cooledtured

- Reboots are still worth promoting. Sentiment is mostly positive
- Avoid controversy traps like Velma
- Use sentiment data to time campaigns and choose shows wisely

04

Action Plan

Action Plan – Short Term (1–3 Months)

- Monitor sentiment on upcoming reboots pre/post release
- Promote shows with strong early buzz and nostalgia value
- Compare performance as time passes

Action Plan – Long Term (6-12 Months)

- Use sentiment insights in content/studio planning discussions
- Flag polarizing shows early using sentiment detection
- Align merch with positively received reboots

05

Closing

Other

- Report: Breaks down process and findings in detail:
<https://docs.google.com/document/d/1JvdJhY2LGQyiEp5yvx88DbADBHTARvPNvMrTcNewYh4/edit?tab=t.0>
- Presentation: Quick breakdown of results:
<https://docs.google.com/presentation/d/1fAXTZheUADhk9vTbjMzn-PchMjjiCAfIS6e51MtBTBk/edit?slide=id.p#slide=id.p>
- Notebook: Includes visualizations, code, and overall, a deep dive into the methodology:
<https://colab.research.google.com/drive/1tnPBN3DRNwh8SZEYpBjQ1oTug02CBbZ8#scrollTo=Db22wou8Z6Ng>

Questions?

THANK YOU

