

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.

Solution:

To address this challenge, this report presents an analysis of the Tomatometer ratings for movies in the different rating category, with a focus on the comedy genre. The analysis includes the highest count of ratings, the ratings received from certified fresh and rotten, the movies released in 2014, and the new releases in October. Additionally, the report highlights discrepancies in some movies between the Tomatometer rating and audience ratings, the lowest rating studio, and the highest rating studio.

Methodology and Project Scope:

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.

Goals and KPI:

The primary goal of the analysis is to provide insights into the factors that contribute to high Tomatometer ratings for movies in the "R" rating category. The key performance indicators (KPIs) for the analysis are the highest count of ratings, the ratings received from certified fresh and rotten, the highest movies released Year & Month. Additionally, the KPIs include the lowest rating studio, the highest rating studio, and the percentage of positive consensus comments from critics.

Concept Used and Conclusion:

The analysis used Excel to 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. The analysis also 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.

