### **Problem & background**

The movie industry is highly competitive, and filmmakers and studios face the challenge of producing successful movies that attract audiences and receive positive reviews. Rotten Tomatoes, a popular movie review aggregator, plays a significant role in influencing audience perceptions with its Tomatometer ratings. However, there is a need to understand the dynamics between Tomatometer ratings and audience ratings, as well as identify key factors that contribute to movie success. This project aims to analyze a dataset containing ratings and reviews for 15,000+ movies reviewed by Rotten Tomatoes to gain insights and provide recommendations for stakeholders in the movie industry.

### **Solution**

### The solution involves conducting a comprehensive analysis of the dataset to uncover patterns and trends related to movie ratings, genres, studios, and release dates. By exploring these factors, we can provide actionable recommendations to filmmakers, studios, and critics. The analysis includes visualizations, statistical summaries, and comparisons between Tomatometer ratings and audience ratings to identify any discrepancies.

### Mockup: The report will include charts, graphs, and tables presenting the distribution of ratings, genre popularity, studio performance, and release date trends.

### **Methodology & Project scope**

### Step 1: Data Acquisition - Collect the dataset containing ratings and reviews for 15,000+ movies from Rotten Tomatoes.

### Step 2: Data Cleaning - Preprocess the dataset by removing duplicates, handling missing values, and formatting inconsistencies.

### Step 3: Exploratory Data Analysis - Perform statistical analysis and visualizations to uncover insights about ratings distribution, genre popularity, studio performance, and release date trends.

### Step 4: Tomatometer vs. Audience Ratings - Compare Tomatometer ratings and audience ratings to identify any discrepancies and analyze the potential reasons behind them.

### Step 5: Recommendations – Creating Dyanamic Dashboard

### **Goals & KPIs**

### Goal 1: Increase Comedy Genre Films: Increase the production of comedy genre films by 10% within the next year.

### KPI: Measure the percentage change in the number of comedy genre films released compared to the previous year.

### Goal 2: Release Schedule Optimization: Improve the alignment of movie release schedules with the month of October to maximize audience reach.

### KPI: Measure the increase in movie attendance during the month of October compared to other months.

### Goal 3: Enhance Movie Quality: Improve the average audience ratings for movies produced by Sony Pictures Home Entertainment.

### KPI: Measure the increase in average audience ratings for Sony Pictures Home Entertainment movies compared to previous releases.

### 

### **Concepts Used**

### Concept 1: Data Cleaning and Preprocessing - To ensure the dataset is accurate and reliable for analysis.

### Concept 2: Exploratory Data Analysis (EDA) - To uncover patterns, trends, and insights from the dataset.

### Concept 3: Statistical Analysis - To analyze the relationship between Tomatometer ratings and audience ratings.

### **Conclusion**

### The report provides several key findings regarding the distribution of films, Tomatometer ratings, film releases over time, average Tomatometer ratings by studio, discrepancies between audience and critic ratings, and the language used in critic consensus ratings.

### Here is a summary of the main conclusions:

### 1. Distribution of Films:- The distribution of films by rating shows that the majority of films fall into the "Restricted" (R) category, followed by "Parental Strongly Cautioned" (PG-13) and "Parental Guidance Suggested" (PG).

### - The primary genre with the highest count is "Action & Adventure," followed by "Comedy" and "Classics."

### 2. Tomatometer Ratings:

### - The percentage of films receiving a "Certified Fresh" Tomatometer rating is approximately [insert percentage], while [insert percentage] of films received a "Rotten" rating.

### 3. Film Releases Over Time:- The report explores the volume of film releases by month over time, indicating a trend in movie release patterns. The line chart displays the trend and identifies the year/month of the newest film releases.

### 4. Average Tomatometer Ratings by Studio:- The analysis compares the average Tomatometer ratings by studio. Studios such as Netflix, Criterion Collection, and MGM Home Entertainment produce the highest-rated films on average.

### 5. Discrepancies Between Tomatometer and Audience Ratings:- Certain films show significant discrepancies between audience and critic ratings. Films like "96 Souls," "Hating Breitbart," and "Is That a Gun in Your Pocket?" have large differences in ratings.

### 6. Critic Consensus Ratings:

### - The report analyzes the language used in critic consensus ratings. The most commonly used language is "positive," followed by "neutral" and "negative."

### These conclusions provide insights into the distribution of films, ratings, film releases, and the relationship between critic and audience perspectives.

### 

### **Project owner**

Name: Suraj Beloshe

Date: Jun 22nd, 2023

### 