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DS4002 CS3 - Hook Document
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Task: Use sentiment and Bechdel-Test scores from recent decades to investigate gender-based representation changes in film

The Scenario:

You work as an intern at Netflix, and you have been tasked to find trends in movie reviews across different decades to aid in the investigation of movies that should be added and removed from Netflix. As society has started to push for more equal female representation and equality, cinema has evolved to have more women directors, producers, and woman-based narratives, challenging the typical male dominance. Investigating these trends based on sentiment review scores has become essential so that Netflix can continue to best cater its movie selection to its audience. Formulating this analytical model will help your company continue to have the best movie selection while investigating gender-based changes in cinema over time.

In order to begin the analysis, you will rely on IMBd review data and Bechdel-Test scores for each of the movies. To carry out this task, you will be expected to clean, convert, and analyze the data using text-based and sentiment analysis techniques. Using this data, you are to create a model that analyzes sentiment scores and Bechdel-test information from the most popular movies in recent decades.

The Deliverable:

You will produce a report that summarizes the results of the analysis trends and give information regarding whether there have been any evident gender-based changes in cinema that could aid in the type of changes the company will make to movie selection over the next couple of years. You should also include any visualizations you feel are appropriate for the investigation.

Access your materials here:
Github repository link: https://github.com/taylortoth/CS3