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DS4002 CS3 - Hook Document  
December 9, 2024

**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 to Netflix. As society has started to push for more equal female representation and equality, consequently cinema has evolved to have more women directors, producers, and woman based narratives, challenging the typical male dominance. It has become essential to investigate these trends based on sentiment review scores so Netflix can continue to best cater their movie selection to their 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 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 the recent decades.

**The Deliverable:**

You will produce a report that summarizes the results of the trends of the analysis, and give information regarding if 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>