727 Final Project

Comparative Analysis of Audience Sentiment for Two Films with Different Box Office Performances

Group 10

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Description–Data Source

Focusing on two films, **Inside Out 2 (2024)** and **Snow White (2025)**, we collected daily box office data from Box Office Mojo using web-scraping technique. Audience comments were obtained from the YouTube Data API, sourced specifically from the discussion threads under each film's official trailer. The datasets used in our analysis include the following components:

	Movies	Rows	Columns	Core Variables
Box Office Data	**Inside Out 2** (From 2024-06-14 to 2024-10-10)	119	Date, Daily Gross, Gross to Date, Day Number	Daily Box Office Trend Comment Volume Sentiment Score
	Snow White (2025) (From 2025-03-21 to 2025-06-05)	77		
Comments Data	**Inside Out 2**	10980	Author, Date, Like Count, Comment, Video Id	
	Snow White (2025)	25770		

Description–Statistics

Some Statistics:

Box Office:

Maximum single-day gross across both films: $63.56M

Sentiment Score (-1~1):

Highest sentimental score across both films: 0.996

Lowest sentimental score across both films: -0.987

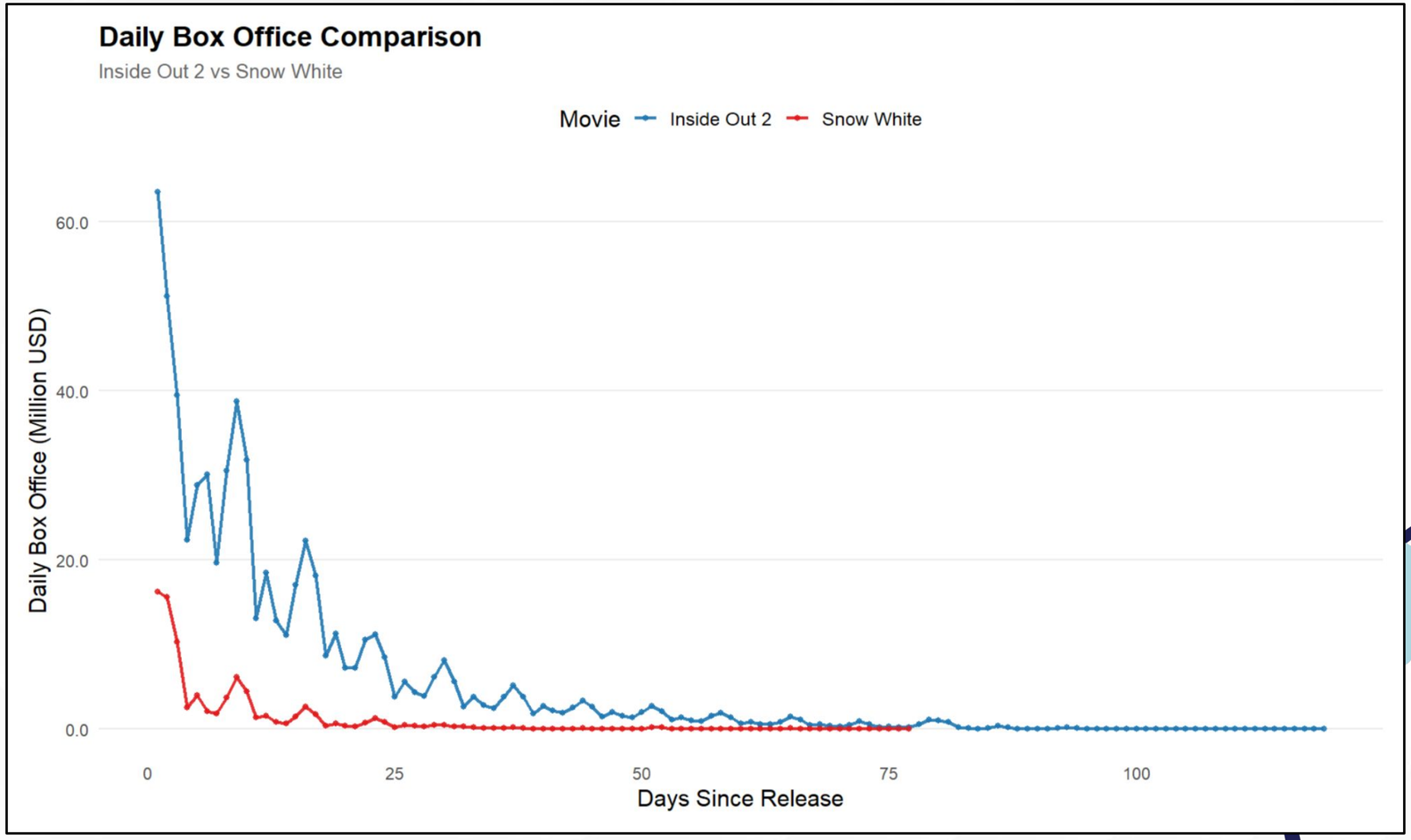
Comment Volume:

Maximum single-day comment volume across both films: 4589

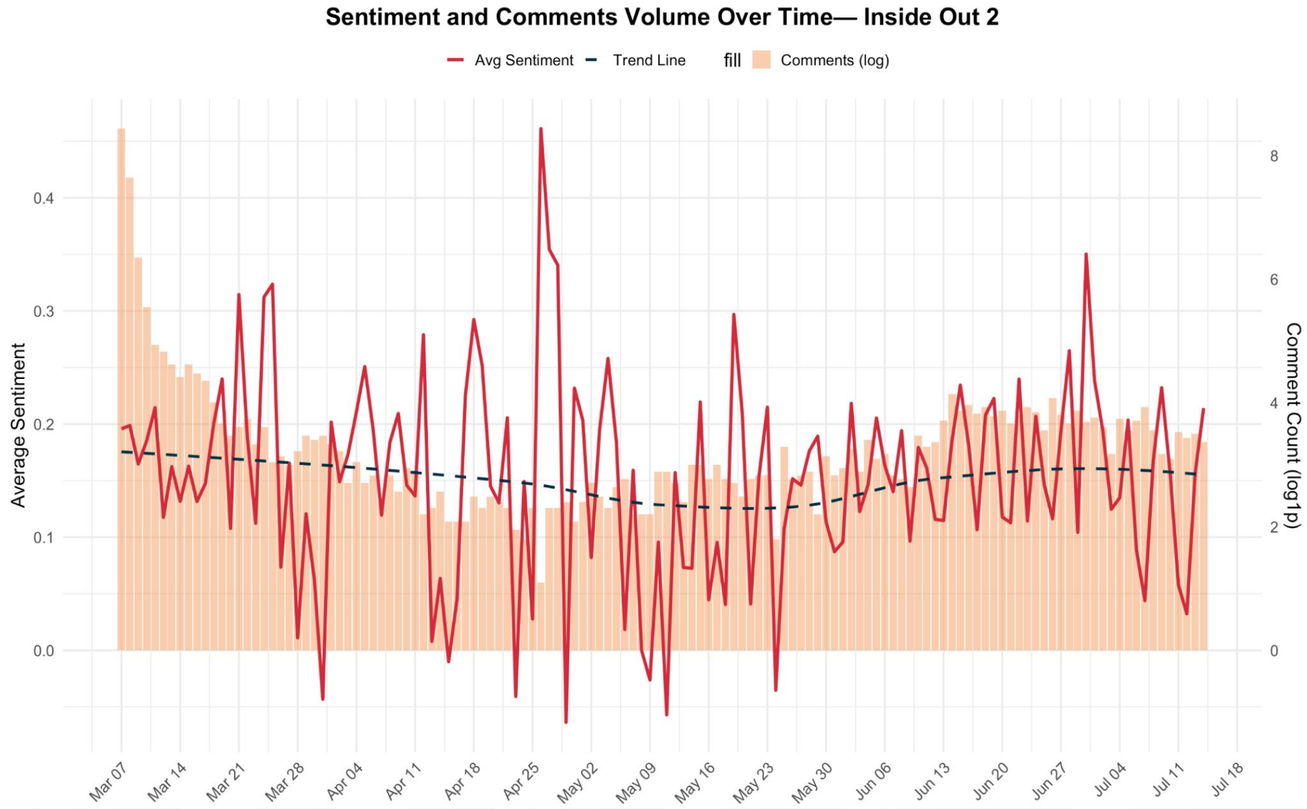
Main Analysis:

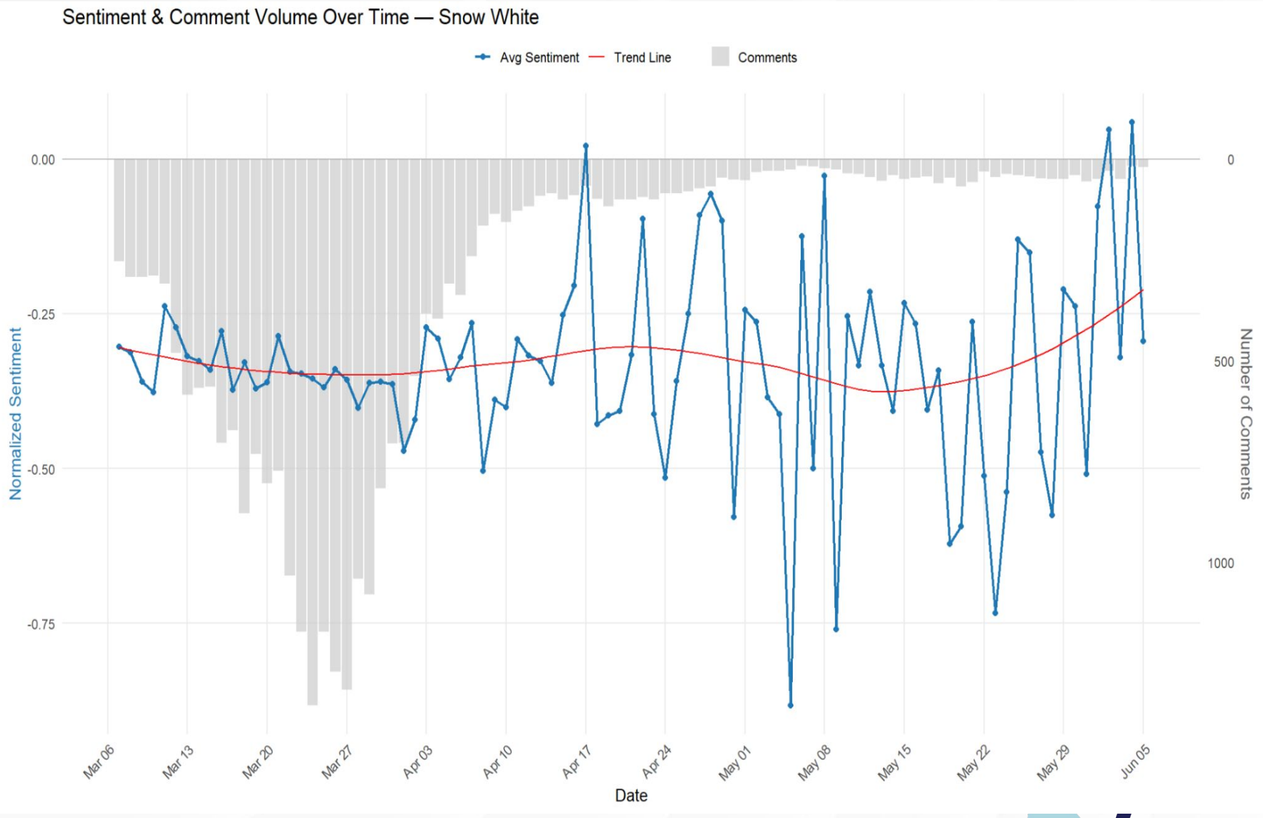
Sentiment Analysis

Word Cloud



Visualization–Sentiment Analysis of Comments





Inside Out 2:
Sentiment scores are mostly positive, hovering around 0.15–0.25 on most days

Snow White:
Overall negative sentiment, with scores mostly below 0 and often between –0.25 and –0.5

Visualization–Word Cloud of Comments

Inside Out 2:
Positive, Emotional, Anticipatory

Snow White:
Negative, Controversial, Critical

Thank You