

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	<u>Daily Box Office</u> <u>Trend</u> <u>Comment Volume</u>
	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	<u>Sentiment Score</u>
	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:

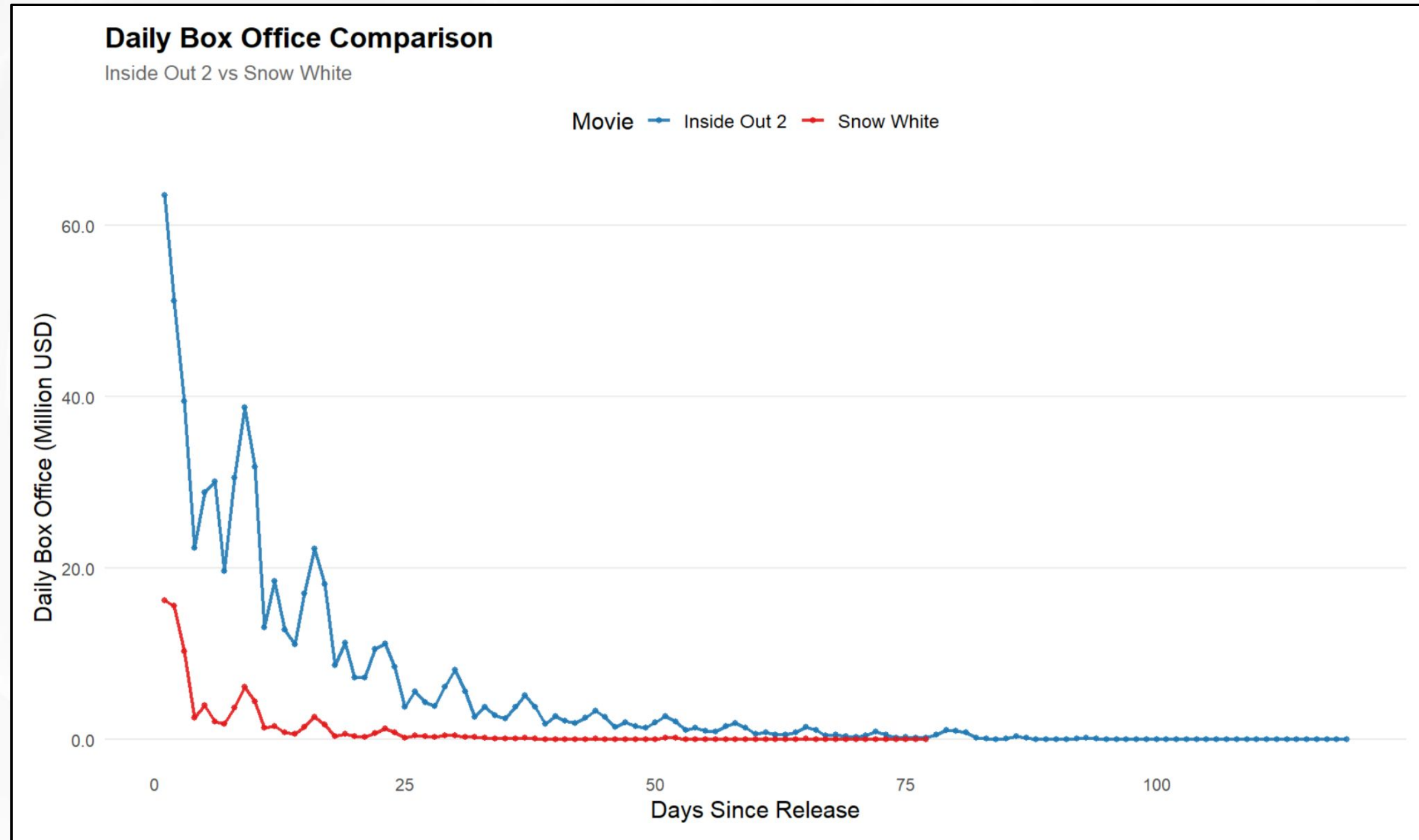
Maximum single-day comment volume across both

films: 4589

Main Analysis:

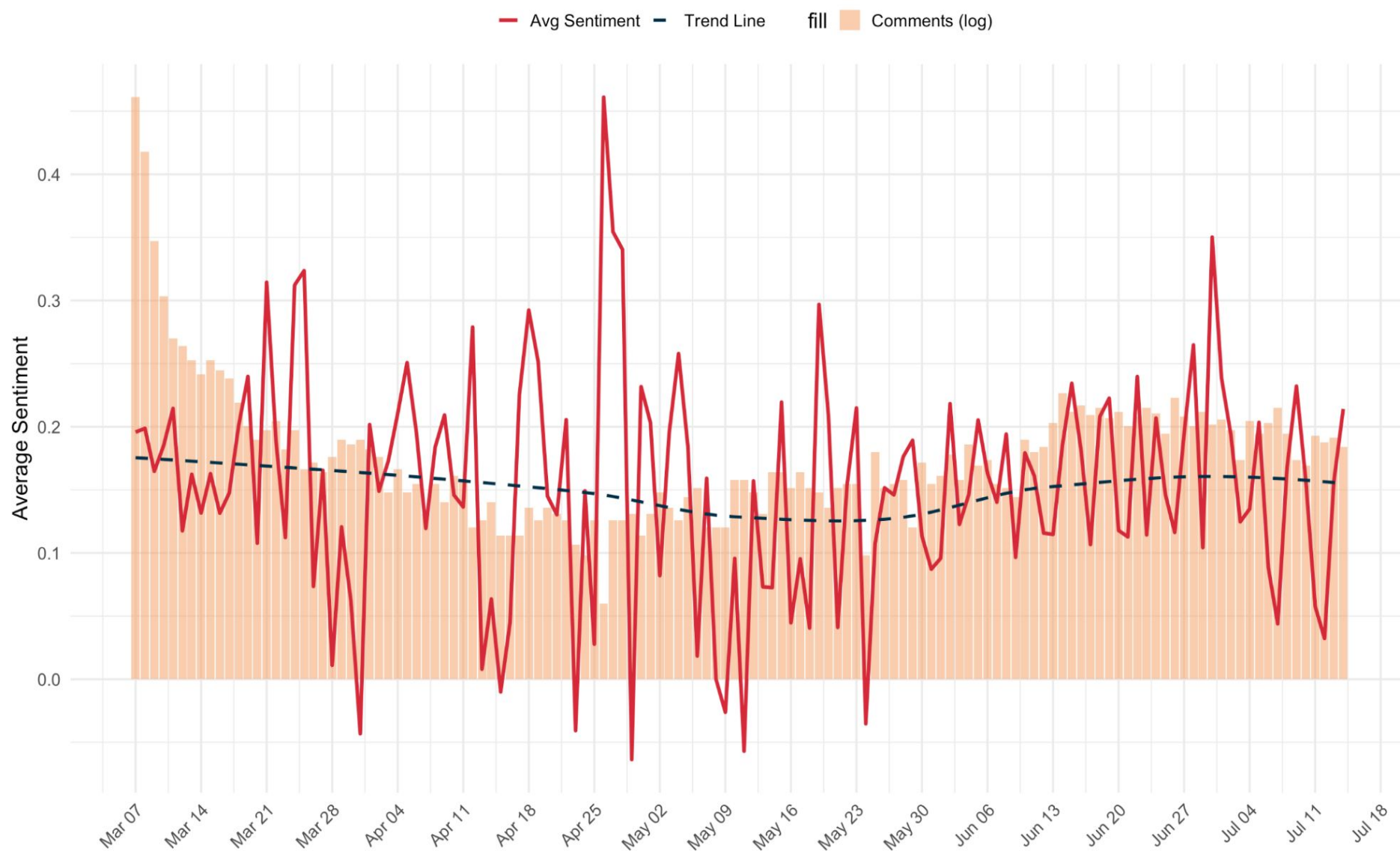
Sentiment Analysis

Word Cloud



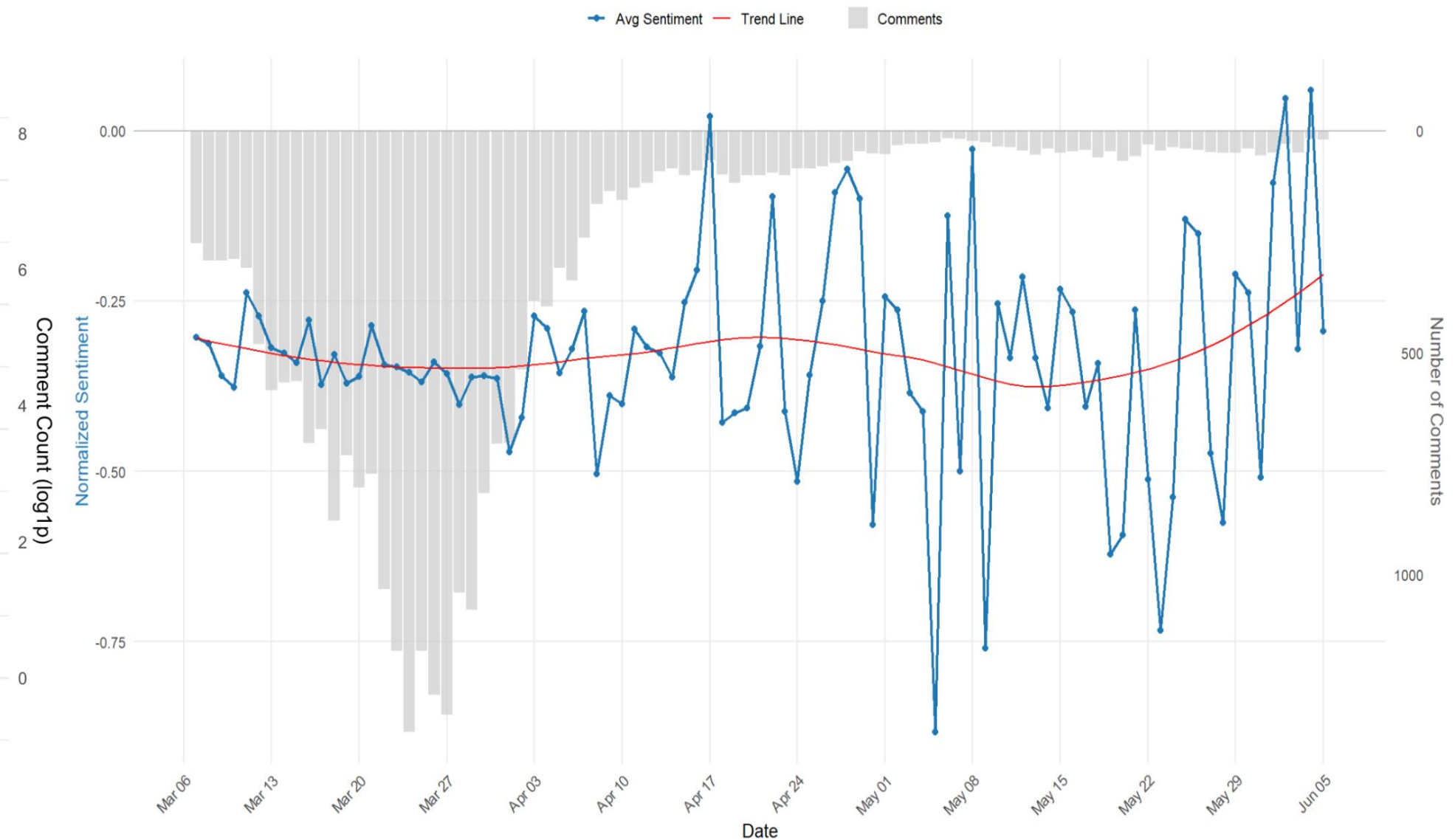
Visualization—Sentiment Analysis of Comments

Sentiment and Comments Volume Over Time— Inside Out 2



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

Sentiment & Comment Volume Over Time — Snow White



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

The background features a series of concentric circles in a light gray color, centered on the page. On the left and right sides, there are decorative elements consisting of a dark blue curved line with several light blue, teardrop-shaped leaf-like motifs attached to it.

Thank You