

SQL - RSVP Movies Case Study | Data Analytics

EXECUTIVE SUMMARY

As a data analyst with SQL expertise, We 've analyzed the past three years'(2017,2018,2019) worth of movie data for RSVP Movies, an Indian film production company known for its super-hit movies. RSVP Movies is now planning to release a global audience-focused movie. Leveraging data analysis, We've identified key insights and recommendations to guide their strategic decisions for

Through the application of SQL queries to examine the IMDB dataset, we can extract following valuable insights and offer recommendations:

1. As gone through the dataset we found that there were role_mapping is the table with highest number of data with 17285 rows and director_mapping table is having lesser number of rows with 3867 . Whie analysis we found that there were few tables having null values presence too .
**(Reference: Coding for Question 1,2 and 18)*
2. The year 2017 emerged as the industry's most prolific year, witnessing a staggering 3,052 movie releases
**(Reference: Coding for Question 3)*
3. Out of the three years, the month of March consistently witnessed the highest number of movie releases i.e. 824. Overall trend according to month wise we witnessed that there was a downward trend in the production of movies .
**(Reference: Coding for Question 3)*
4. The fact that the 'Drama' genre accounts for the highest number of movie productions, with a total of 4,285, suggests that it is a widely popular and versatile genre in the film industry. This high production volume indicates that there is a strong demand for drama films among the audience or that filmmakers and studios find the genre to be a reliable choice in terms of audience engagement and profitability.
**(Reference: Coding for Question 6)*
5. Both - "Dream Warrior Pictures" and "National Theatre Live" stand out as the top production houses that have produced the most number of hit movies (those with an average rating greater than 8). This suggests that they have a successful track record in creating content that resonates with viewers, which can be a strong indicator of their creative and strategic capabilities
**(Reference: Coding for Question 13)*

6. It is observed that German movies, with 106,710 votes, receive more votes than Italian movies, with 77,965 votes. It suggests that there is a higher level of engagement and voting activity from the audience for German films compared to Italian films.

**(Reference: Coding for Question 17)*

7. James Mangold is the top director in the top three genres, where his movies have an average rating greater than 8. It suggests that he is an accomplished director known for consistently delivering high-quality films across a range of genres. This achievement signifies his versatility and makes him a valuable asset in the film industry. Sion Sono is having the highest interval of days between his next movie.

**(Reference: Coding for Question 19)*

8. Marvel Studios leads the movie world arena as the leading production house based on the number of votes received by their movies.

**(Reference: Coding for Question 21)*

9. From the moving average duration data for various movie genres, we can infer that each genre has a distinct average movie duration. For example, "Action" movies tend to have the longest average duration with 112.88 mins.

**(Reference: Coding for Question 25)*

10. 1059 movies both USA and INDIA in combination produced in 2019 .It was found more than 60% movies of 2019 was produced from INDIA AND USA which states INDIA and USA are most movie producing countries.

**(Reference: Coding for Question 4)*

11. Taapsee Pannu tops with average rating 7.74 with total votes of 18061 Top actor is Vijay Sethupathi with average rating of 8.41 and total votes of 23114 from Indian Origin in hindi movies.

**(Reference: Coding for Question 23 and 22)*

RECOMMENDATIONS

Based on these findings, the following recommendations can be made to RSVP Movies:

- Focus on the drama genre, as it is the most popular and has produced the highest number of super-hit movies.
- Consider collaborating with Dream Warrior Pictures and National Theatre Live, as they have produced the highest-rated films.
- Consider casting Mammooty or Vijay Sethupathi, as they are both highly-rated actors and Taapsee Panu like actresses .

In addition to these general recommendations, the following more specific recommendations can be made based on the data:

- If RSVP Movies is looking to produce a movie for a global audience, they should consider focusing on the drama genre, as it is the most popular genre worldwide.
- If RSVP Movies is looking to produce a movie with a high chance of success, they should consider collaborating with Dream Warrior Pictures and National Theatre Live, as they have produced the highest-rated films.

Overall, the analysis suggests that RSVP Movies should focus on the drama genre when planning their next project for a global audience.