📁 Project Phase 3 – SQL Insights

WedWise: Smart Venue Choices – Making Wedding Planning Data-Driven

This phase dives into the structured side of the wedding venue data collected earlier through web scraping. Using **SQL**, we explore venue pricing, ratings, capacities, and city-wise trends to generate actionable insights that help users make smarter wedding decisions.

🔍 Objective

To perform **relational database analysis** using SQL and uncover patterns in wedding venue data across multiple Indian cities — from pricing and ratings to capacity and amenities.

🛠️ Tech Stack

- **SQL (MySQL)**
- Dataset from Phase 1 (Web Scraping from WedMeGood)
- Cleaned dataset from Phase 2 (EDA in Python)

📌 Key Analyses Performed

1. **Top-rated venues in each city**
   → Identified venues with the highest customer satisfaction per destination.
2. **Premium venues by price**
   → Compared venue pricing with city averages to surface high-end options.
3. **Venue types with consistent high ratings**
   → Analyzed which types (e.g., Hotels, Lawns, Banquets) dominate in user trust.
4. **Maximum capacity venues**
   → Found venues capable of hosting the largest events per city.
5. **Second most expensive venues per city**
   → Dug deeper into the luxury segment beyond just top pricing.
6. **Top 10 most expensive venues overall**
   → A nationwide look at the most high-budget venues available.

7. **Affordable but top-rated venues**
   → Perfect for couples wanting value without compromise.
8. **Venue type distribution**
   → Measured popularity of different venue categories.
9. **City-wise venue availability**
   → Compared the number of options across Pune, NCR, Jaipur, Chennai, and Lucknow.

📈 Outcome

This SQL phase helped turn structured data into structured decisions. From luxury venues to budget-friendly stars, we uncovered what truly influences choice — going beyond just price to include capacity, type, and city.