

INTRODUCTION

Dataset Creation:

1. Download the IMDb dataset.
2. The first tab contains the ERD and the table details. Study that carefully and understand the relationships between the table.
3. Inspect each table given in the subsequent tabs and understand the features associated with each of them.
4. Open your MySQL Workbench and start writing the DDL and DML commands to create the database.

If you don't wish to perform the data loading part, you can directly download the SQL script file containing all the commands and data required for the database creation and start directly with the querying.

Problem Facing:

RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience but for their next project, they are planning to release a movie for the global audience in 2022.

The production company wants to plan their every move analytically based on data and have approached you for help with this new project. You have been provided with the data of the movies that have been released in the past three years. You must analyze the data set and draw meaningful insights that can help them start their new project.

You are a data analyst and an SQL expert. You must use SQL to analyze the given data and give recommendations to RSVP Movies based on the insights. For your convenience, the entire analytics process has been divided into four segments, where each segment leads to significant insights from different combinations of tables. The questions in each segment with business objectives are written in the script.

New Things Learning:

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Genre Analysis: Understanding the significance of different movie genres in terms of popularity and audience preferences. Learning to make genre-related decisions to enhance the movie's appeal.

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Audience Preferences: Learning how audience preferences vary with respect to movie duration, both globally and regionally, and using this information to optimize movie runtime.

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Production House and Director Influence: Gaining insights into the impact of production houses and directors on a movie's success. Learning to choose the right partners to ensure high-quality production and effective storytelling.

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Talent Selection: Exploring the importance of actor and actress choices based on historical performance, star power, and regional audience preferences.

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Collaboration Strategies: Understanding the significance of collaborating with established production houses and global release partners for wider reach and higher success rates.

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Market Dynamics: Learning to navigate the dynamics of the film industry, including seasonal release patterns, market trends, and audience behavior, to strategically plan movie releases.

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Data-driven Decision Making: Embracing the power of data-driven decision making by utilizing historical data and trends to guide creative and business choices in the film industry.

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Cultural Adaptation: Recognizing the importance of catering to diverse audiences with varying cultural and regional preferences, and tailoring movie elements accordingly.

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Balancing Creative and Business Aspects: Discovering the art of harmonizing creative choices (genre, casting, direction) with

business goals (box office success, global appeal) to create a well-rounded and successful film.

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In conclusion, the process of analyzing the provided data to formulate recommendations for RSVP Movies involves creating a comprehensive dataset, addressing challenges related to decision-making, and learning valuable insights about various aspects of the film industry, from genre choices to talent selection and collaboration strategies.