IMDb Movies Analysis using SQL

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# 1. Project Overview

Bolly Movies, a renowned Indian production company, is planning to expand into the global market. To support their decision-making process, we performed a detailed analysis of the IMDb Movies Database using SQL. This analysis covers aspects like movie release trends, production patterns, genre popularity, ratings, crew insights, and recommendations for future strategy.

# 2. Objective

To extract valuable insights from the IMDb movie dataset using SQL queries and help Bolly Movies make data-driven decisions for their upcoming project.

# 3. Database and Tables

The analysis used the following tables:

- movie: movie metadata (title, year, country, duration, etc.)

- genre: multiple genres per movie

- ratings: average, median, and vote count

- names: actor/actress/director info

- role\_mapping: links names to roles in movies

- director\_mapping: links directors to movies

# 4. Key Insights

## Movie Release Trends

* • Movie production has increased steadily over years.
* • India and the USA were the top producers in 2019.
* • Most movies are released in March, July, and December.

## Genre Analysis

* • Drama, Thriller, and Comedy were the most popular genres.
* • Thriller ranked in top 3 genres based on count.
* • The average duration of movies varies significantly across genres.

## Ratings Analysis

* • Movies with average rating > 8 are classified as hits.
* • Top-rated movies received > 9.0 average rating and 100,000+ votes.
* • Highest-rated genres include Thriller, Sci-Fi, and Drama.

## Crew Insights

* • Top 3 directors based on high-rated movies were highly consistent.
* • Leading actors and actresses in India had an average rating > 8.
* • Multilingual and Hindi movies performed better with quality casting.

## Box Office

* • Top-grossing movies came from the top 3 genres (Drama, Thriller, Sci-Fi).
* • High-earning movies were released in strategic timeframes (summer and holidays).

# 5. Recommendations

✅ Focus on Winning Genres: Invest in Thriller, Drama, and Sci-Fi, which are consistently high-performing genres globally.

✅ Quality Over Quantity: Prioritize strong scripts and production quality to achieve average ratings > 8.

✅ Collaborate with Proven Talent: Engage with top directors and cast actors/actresses with a record of hits.

✅ Expand Multilingual Projects: Leverage multilingual production to reach both Indian and international audiences.

✅ Strategic Release Timing: Release movies in March, July, or December to benefit from higher audience engagement.

✅ Strong Female Leads: Continue developing movies with female lead roles, especially in Drama and Thriller genres.

# 6. Tools Used

- SQL (MySQL Workbench)  
- IMDb Dataset  
- Excel for data checking  
- GitHub for version control

# 7. Submitted Files

- queries.sql – Full SQL script

- screenshots/ – Outputs from query execution

- README.md – GitHub project overview

- report.docx – This file

# 8. GitHub Link

https://github.com/umeshpatil1932/imdb-sql-analysis