

DATA-DRIVEN SQL ANALYSIS PROJECT FOR RSVP MOVIES.

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ABOUT ME

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- ❑ Dr. Samuel Israel

- ❑ MB,BS graduate

- ❑ Certified Scrum Product Owner(CSPO)

- ❑ Expertise in :

- Product Management
- Business Analysis
- Data Analysis
- Business Intelligence

- ❑ Analysis and Programming Tools:

- Advanced Excel
- Python
- SQL

- ❑ Visualization Tools:

- Tableau
- Power BI

- ❑ *With a unique blend of analytical and technical skills, **Dr. Israel** excels in transforming data into actionable insights and driving impactful business solutions.*

OVERVIEW

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- ☐ Introduction
- ☐ Problem Statement
- ☐ Solution Statement
- ☐ Data Description
- ☐ Insights
- ☐ Recommendations
- ☐ Conclusion
- ☐ Appreciation





INTRODUCTION

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- ❑ RSVP Movies is an emerging production house striving to create high-quality, commercially successful films.
- ❑ In an industry dominated by giants like Warner Bros., Marvel Studios, and 20th Century Fox, RSVP Movies needs to leverage data-driven decision-making to optimize its genre selection, casting choices, and marketing strategies .
- ❑ The film industry is rapidly evolving, with audience preferences shifting due to the rise of streaming platforms, changing box office trends, and increased competition from international markets.
- ❑ To stay competitive, RSVP Movies must understand which genres perform well, which actors and directors drive success, and how audience ratings impact box office performance .
- ❑ This project aims to analyze industry data using SQL-based queries to uncover key insights into movie performance, audience reception, and revenue trends.
- ❑ The findings will help RSVP Movies make informed production decisions, enhance profitability, and position itself as a leader in the industry.



PROBLEM STATEMENT

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- ❑ RSVP Movies has faced challenges in determining the right strategies for movie production, actor and director selection, and release planning.
- ❑ The production house lacks a clear, data-backed understanding of:
 - Which movie genres are the most successful?
 - Which directors and actors consistently deliver hits?
 - How do audience ratings and votes impact financial performance?
 - What are the key revenue-driving factors in the industry?
 - How does RSVP Movies compare with top production houses?
- ❑ Without structured data analysis, RSVP Movies risks investing in low-performing projects, leading to financial losses and missed opportunities.
- ❑ To compete with established studios, it needs to leverage industry trends, audience insights, and competitive benchmarking to drive its business strategy.



SOLUTION STATEMENT

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- ❑ This project will leverage SQL-based data analysis to provide actionable insights for RSVP Movies across four key areas/segments :
 - Movie Trends & Production Insights – Identify top-performing genres, analyze seasonal trends, and optimize movie duration.
 - Audience Ratings & Preferences – Rank top-rated movies, directors, and actors, and measure the impact of audience votes.
 - Box Office & Financial Performance – Analyze high-revenue genres, leading production houses, and the success of franchise vs. standalone films.
 - Competitive Benchmarking & Industry Leadership – Evaluate top directors, assess multilingual movie success, and develop strategic recommendations.

DATA DESCRIPTION

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- ❑ The dataset is in the form of 06 different tables :
 - Genre, Movies, Director_Mapping , Role_Mapping , Names and Ratings.
- ❑ Total number of Columns & Rows in each table are:
 - Genre --- 02 columns and 14662 rows
 - Movie --- 09 columns and 7997 rows
 - Names --- 05 columns and 25735 rows
 - Ratings --- 04 columns and 7997 rows
 - Ratings --- 04 columns and 7997 rows
 - Director_Mapping --- 02 columns and 3867 rows
 - Role_Mapping --- 03 columns and 15615 rows

table_name	row_count
genre	14662
movie	7997
names	25735
ratings	7997
director_mapping	3867
role_mapping	15615

- ❑ Columns in the movie table with null values are:
 - Country --- 20
 - WorlWide_gross_income --- 3724
 - Languages --- 194
 - Production_Company ---- 528

column_name	null_count
country	20
worldwide_gross_income	3724
languages	194
production_company	528

Segment 1: General Movie Trends & Performance Analysis

- ❑ The number of movies produced has varied over the years, with notable fluctuations in annual and monthly releases.
- ❑ Drama, Action, and Thriller are the most frequently produced genres, with Action and Thriller driving high audience engagement.
- ❑ Movie duration impacts audience retention – longer movies perform better in Action/Drama, while shorter ones work well for Comedy/Horror.
- ❑ High-rated movies (>8.0) are mostly Thriller, Biopics, and Adventure films, indicating a strong audience preference for engaging narratives.

genre	total_movies	genre_rank
Thriller	1484	1

genre	total_movies
Drama	4285

release_year	total_movies
2017	3052
2018	2944
2019	2001

release_month	total_movies
1	804
2	640
3	824
4	680
5	625
6	580
7	493
8	678
9	809
10	801
11	625
12	438

Segment 2: Audience Ratings & Actor/Director Influence

- ❑ Top-rated movies are often associated with well-known directors and actors, proving that star power significantly impacts a movie’s success.
- ❑ High total votes correlate with higher ratings, meaning audience participation and engagement drive movie success.
- ❑ Actors like Mammootty, Mohanlal, and Vijay Sethupathi consistently appear in well-rated movies.
- ❑ Directors like Marianne Elliott, James Mangold, and Joe Russo have the highest number of successful movies.

director_id	director_name	movie_count
nm0751648	Joe Russo	2
nm0003506	James Mangold	2
nm0751577	Anthony Russo	2

actor_name	total_votes	movie_count	actor_avg_rating	actor_rank
Vijay Sethupathi	23114	5	8.41673	1

actor_name	movie_count
Mammootty	8
Mohanlal	5

Segment 3: Box Office Revenue & Financial Performance

- ❑ Marvel Studios, Warner Bros., and Twentieth Century Fox dominate the revenue charts.
- ❑ Action and Comedy are the most profitable genres in terms of worldwide gross income.
- ❑ Franchises outperform standalone films, proving that sequels and series ensure long-term financial stability.
- ❑ Production houses with fewer but high-quality releases (like Star Cinema) outperform those with high volumes of average-performing films.

production_company	vote_count	prod_comp_rank
Marvel Studios	2656967	1
Twentieth Century Fox	2411163	2
Warner Bros.	2396057	3

production_company	movie_count	prod_comp_rank
Star Cinema	7	1
Twentieth Century Fox	4	2

Segment 4: Industry Leadership & Competitive Benchmarking

- ❑ Multilingual movies receive higher audience engagement, indicating that localization is key for global success.
- ❑ Streaming platforms are reshaping the industry, making direct-to-digital releases an increasingly viable option.
- ❑ Data-driven decision-making is crucial, as top-performing companies leverage analytics for marketing, release timing, and content selection.

production_company	movie_count	prod_company_rank
Dream Warrior Pictures	3	1



RECOMMENDATIONS

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- ☐ Invest in high-performing genres like Action, Thriller, and Biopics to maximize audience engagement.
- ☐ Expand into multilingual productions to tap into global audiences.
- ☐ Collaborate with top-rated actors like Mammooty, Vijay Sethupathi, and Mohanlal to enhance audience trust.
- ☐ Work with highly successful directors like James Mangold and Joe Russo, who have a track record of delivering hits.
- ☐ Boost audience engagement via pre-release marketing and social media-driven voting campaigns.
- ☐ Invest in franchise-based productions and explore OTT streaming partnerships for maximum ROI.
- ☐ RSVP Movies should benchmark against Marvel Studios and Warner Bros. to understand what drives their success
- ☐ Expand internationally by partnering with high-ranking production houses like Twentieth Century Fox.
- ☐ Implement AI-driven data analysis for future movie selection and investment planning.



CONCLUSION

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- ❑ The film industry is evolving rapidly, and data analytics is a key driver of success.
- ❑ RSVP Movies has the opportunity to leverage insights from industry trends, audience ratings, and revenue performance to create a highly competitive, financially sustainable production strategy..
- ❑ By focusing on hit genres, leveraging star power, and optimizing marketing and revenue strategies, the company can enhance its competitive edge, maximize profitability, and establish itself as a dominant force in the industry.
- ❑ By implementing these insights and recommendations, RSVP Movies can reduce financial risks, optimize production choices, and establish itself as an industry leader in the coming years globally.
- ❑ A data-backed roadmap for RSVP Movies to make smarter investments, optimize storytelling, and capture a global audience.
- ❑ With the right decisions, RSVP Movies can transform insights into blockbuster success!

Thank You!



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