

## # SQL-RSVP-Movies-Case-Study

SQL queries performed on the IMDb database to provide recommendations to RSVP Movies based on i

### # Problem Introduction

RSVP Movies is an Indian film production company that 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.

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The production company wants to plan its every move analytically based on data and has approached you for help with this new project.

You have been provided with the data on 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.

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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

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.

## # Data Set and Database Creation

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

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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.

# EXECUTIVE SUMMARY AND RECOMMENDATIONS

## **Summary of Findings and Recommendations**

- Over the years, there has been a decline in the number of movies produced, with the highest number of movies being produced in March.
- The company should prioritize the production and release of movies in the 'Drama' genre, as it is the most popular and widely produced genre in terms of the number of movies made.
- For future film projects, RSVP movies can prioritize the Drama genre. Additionally, the Action and Thriller genres can be explored, as they are among the top three genres.
- RSVP Movies should consider partnering with either Dream Warrior Pictures or National Theatre Live production houses, as they have a track record of producing a large number of successful movies with an average rating above 8.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on the number of votes received by their movies. These companies should be considered as potential global partners.
- For actors, Mammooty or Mohanlal are recommended choices based on their median ratings and number of movies, as they are the top actors according to the insights provided.
- James Mangold emerges as the top director in the top three genres, with a significant number of superhit movies. Hiring him as the director for the next project is recommended.
- RSVP can explore a partnership with Marvel Studios, as they received the highest number of votes and are renowned global partners.
- Parvathy Thiruvothu can be considered as an actress for the Drama genre, based on the number of superhit movies. Andrew Garfield is a potential actor for the same genre.
- For multilingual movies, RSVP can collaborate with Star Cinema and Twentieth Century Fox, the top two production houses in terms of producing movies in multiple languages.
- Vijay Sethupathi, with a total of votes and an average rating of 8.42 for movies released in India, can be added to the cast to appeal to the Indian audience in the upcoming project.