

IMDB Movies Analysis

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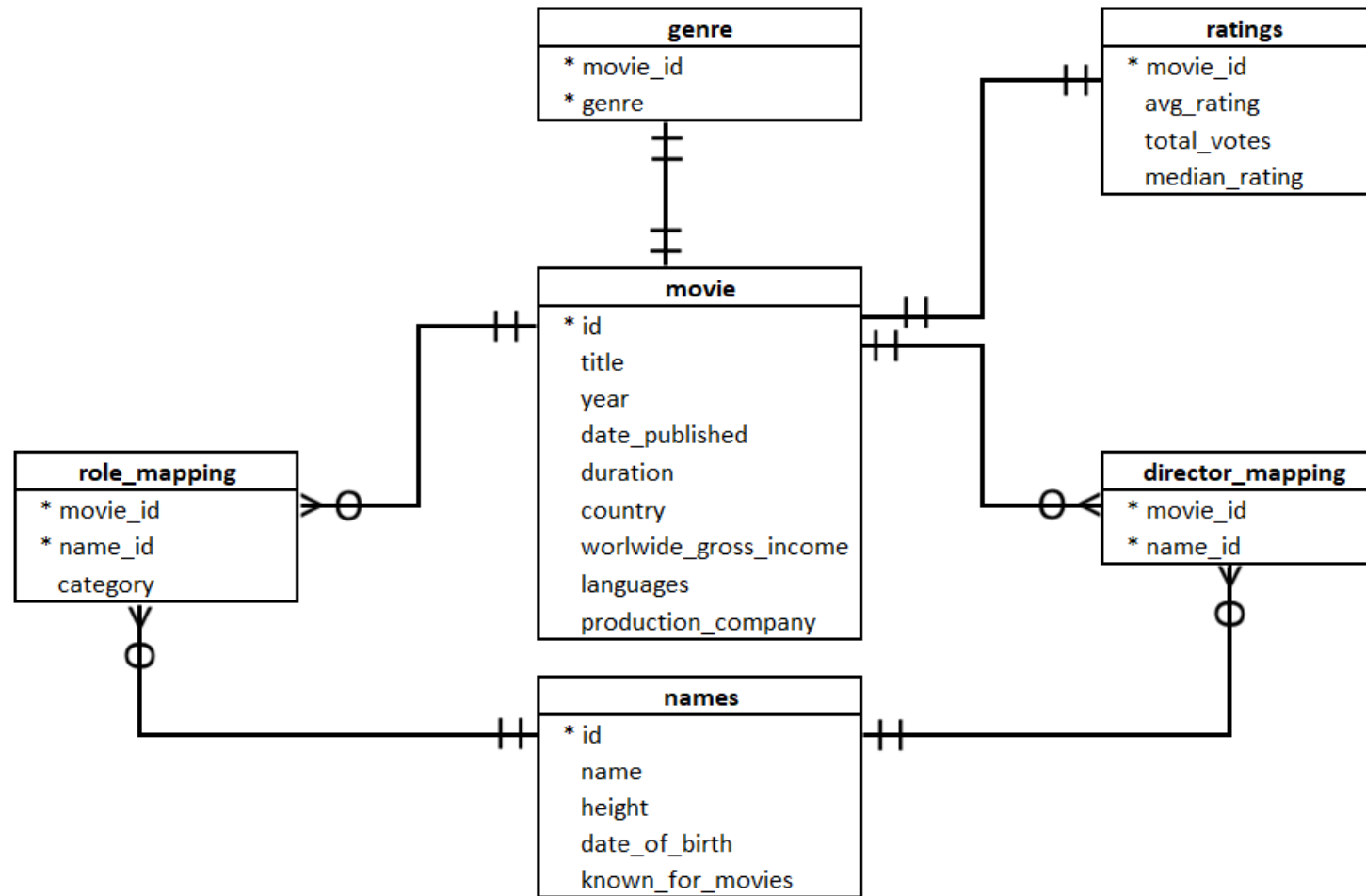
Problem Statement

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 have to analyse the data set and draw meaningful insights that can help them start their new project.

What data are we working with?

We have been provided with an SQL database that has been modelled using 6 tables - 1 fact table & 5 dimensional tables. The Entity Relationship Diagram is as below:



Tech Stack : MySQL

Key Insights From the Analysis

➤ Genre and Duration

- Drama, Action and Comedy (in that order) are the top 3 genres (out of 13) which have maximum number of highly rated movies (average rating > 8).
- Average movie durations for these top 3 genres are as follows (for benchmarking):
Drama - 107 mins, Action - 113 mins, Comedy - 103 mins.

➤ Crew and Cast

- James Mangold, Anthony Russo, Joe Russo and Soubin Shahir are the top directors from the above top 3 genres. Hiring any of these directors will increase the chances of a positive box-office performance.
- Mammootty and Mohanlal can be considered to be included in the cast, as they are the top 2 actors who have acted in the most number of movies with median rating > 8.
- Among the Indian movies, Vijay Sethupathi and Tapsee Pannu are the top actor and actress respectively, whose movies have the highest average ratings. So, they can be included in the cast to attract the Indian audience.
- Parvathy Thiruvothu, Susan Brown and Amanda Lawrence are the top actresses in the 'Drama' genre.
- 'Kirket' and 'Love in Kilnerry' are the highest rated movies, so actors from these movies can also be considered.

➤ Production House For Partnership

- 'Dream Warrior Pictures' and 'National Theatre Live' are the top production houses to partner with. These have produced the most number of hit movies with average rating > 8.
- 'Marvel Studios', 'Twentieth Century Fox' and 'Warner Bros.' are the top production houses based on the number of votes received by their movies.

Thank You!