IMDb Movie Analytics

using SQL

RSVP Movies Case Study (2017–2019)

Business Objective

- Analyse IMDb movie data (2017–2019) to help RSVP Movies identify top genres, talent, production houses, and release trends, enabling data-driven decisions for their 2023 global movie launch.

Dataset Description

- movies – Movie titles, release dates, production companies, countries
- genre – Mapping of movies to genres
- ratings – IMDb ratings, median ratings, vote counts
- names – Details of actors, actresses, directors
- role_mapping – Roles played by cast/crew in movies

Problem Statement

- Movies & Genres – Trends by year, month, country, genre
- Ratings – Top movies, production houses, audience preferences
- Crew – Best directors, actors, actresses
- Advanced Insights – Genre rankings, revenue-based performance

Tools & Technologies

- SQL (MySQL)
- IMDb dataset (provided by UpGrad)
- Local MySQL database setup

Expected Outputs

- Genre trends & rankings
- Yearly/monthly release patterns
- Top talent (actors/directors)
- Best production companies
- Country-wise performance insights

Conclusion & Next Steps

- Insights will guide RSVP Movies in selecting genres, cast, and production strategies.
- Helps target the right audience for their global 2023 release.
- Next: Implement advanced analytics to forecast revenue & audience reach.