

RSVP MOVIES CASE STUDY



OVERVIEW

- This assignment help us to solve different problem statement's of Data Analysis as a Team.
- We solve the real life problem using Advance SQL which can help a production company to start their new project.
- Using SQL is just one part of our skill set, effective communication, critical thinking and domain knowledge are equally crucial for providing meaningful and actionable insights from the data.

BUSINESS UNDERSTANDING

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

BUSINESS OBJECTIVE'S

- Data Analysis : Utilizing SQL queries to perform various analysis and gain insights from the Data.
- Data extraction : retrieving relevant data from database to support decision-making and analysis.
- Data Cleaning : Ensuring data quality by identifying and correction errors or inconsistencies in the data
- Performance Optimization: Identifying and improving database query performance to enhance efficiency.
- Reporting & Visualization : creating clear and actionable reports and visualization to communicate findings to stakeholders.

RECOMMENDATION

- RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be Explored as they belong to the top three genres.
- Based on median rating, Mammooty andor Mohanlal can be hired as the actor for the next project.
- Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
- Based on total votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast woo Indian audience for the upcoming project.
- Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.