

# RSVP MOVIES ANALYSIS

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# OVERVIEW

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# PROJECT INTRODUCTION

**RSVP Movies:** Leading Indian film production company planning a global film release which is competing with giants like Warner Bros., Marvel Studios, and 20th Century Fox.

**Objective:** Leverage data-driven insights to optimize genre selection, casting choices and marketing strategies

## Industry Challenges:

- Evolving audience preferences
- Rise of streaming platforms
- Increased competition from international markets

**Goal:** Identify successful genres, actors, and ratings that impact box office performance.

## Project Deliverables:

- SQL-based analysis of performance, and revenue trends.
- Data-driven insights of production and marketing decisions.
- Comprehensive report and presentation summarizing key findings.



# PROBLEM STATEMENT

**Challenge:** RSVP Movies has faced challenges in determining the right strategies for movie production, actor and director selection, and release planning.

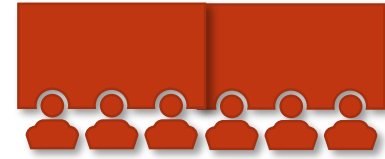
**Key Gaps:** The production house lacks a clear, data-backed understanding of:

- 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?

**Risk:** Without structured data analysis, RSVP Movies risks investing in low-performing projects, leading to financial losses.



# SOLUTION STATEMENT



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

The dataset is in the form of 06 different tables for analyzing period of- 2017-2019 :

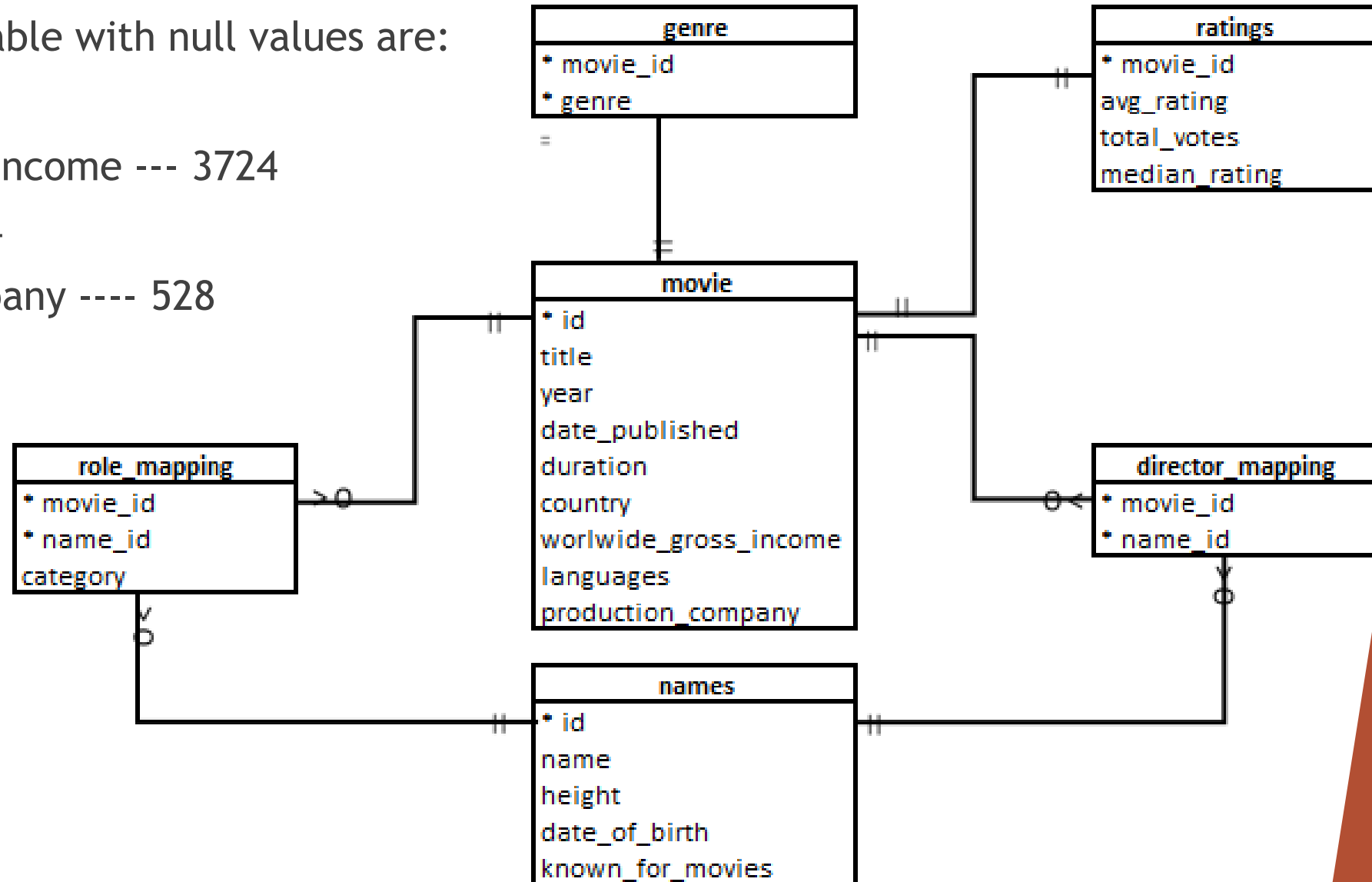
Total number of Columns & Rows in each table are:

- **Genre** --- 02 columns and 14662 rows
- **Movie** --- 09 columns and 7997 rows
- **Names** --- 05 columns and 25735 rows
- **Ratings** --- 04 columns and 7997 rows
- **Director\_Mapping** --- 02 columns and 3867 rows
- **Role\_Mapping** --- 03 columns and 15615 rows

# DATA DESCRIPTION

Columns in the movie table with null values are:

- Country --- 20
- WorlWide\_gross\_income --- 3724
- Languages --- 194
- Production\_Company ---- 528





# INSIGHTS

## 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.
- **Number of Movies Produced Per Year:**
  - 2017: 3052 movies.
  - 2018: 2944 movies.
  - 2019: 2001 movies
- **Top 3 Production Company based on vote count are:**
  - 2017: 3052 movies.
  - 2018: 2944 movies.
  - 2019: 2001 movies
- **Genre Analysis:** Drama is the most successful genre.
- **Movie genre duration impacts audience retention** - longest movie genre is Action followed by Romance and shortest movie genre is Horror.
- **High-rated movie genre** which avg rating above 8.0 are mostly Thriller.

	Year	number_of_movies
▶	2017	3052
	2018	2944
	2019	2001

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

	genre	total_movie
▶	Drama	4285

	genre	total_movies	genre_rank
▶	Thriller	1484	1

	genre	avg_duration
▶	Action	112.8829
	Romance	109.5342
	Crime	107.0517
	Drama	106.7746
	Fantasy	105.1404
	Comedy	102.6227
	Adventure	101.8714
	Mystery	101.8000
	Thriller	101.5761
	Family	100.9669
	Others	100.1600
	Sci-Fi	97.9413
	Horror	92.7243

# INSIGHTS

## Segment 2: Market Trends & Performance Analysis

- The number of movies produced has varied over the years, with notable fluctuations in annual and monthly releases.
- **Top 10 highest-rated movies:**
  - Kirket,
  - Love in the Kilnerry,
  - Gini Helida Kathe,
  - Runam,
  - Fan,
  - Android Kunjappan Version 5.25,
  - Yeh Suhaagraat Impossible,
  - Safe,
  - The Brighton Miracle,
  - Shibu.
- Dream Warrior Pictures is top production company which has produced maximum number of hit movies with average rating above 8.

title	avg_rating	movie_rank
Kirket	10.0	1
Love in Kilnerry	10.0	1
Gini Helida Kathe	9.8	3
Runam	9.7	4
Fan	9.6	5
Android Kunjappan Version 5.25	9.6	5
Yeh Suhaagraat Impossible	9.5	7
Safe	9.5	7
The Brighton Miracle	9.5	7
Shibu	9.4	10

	production_company	movie_count	prod_company_rank
*	Dream Warrior Pictures	3	1

month_num	number_of_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

# INSIGHTS

## Segment 3: Actors, Directors & Production Company Influence

- Top 2 Actors in Highest-Rated Movies:
  - Mammootty (8 movies),
  - Mohanlal (5 movies).
- Top 3 Most Successful Directors:
  - Joe Russo (2 movies),
  - James Mangold (2 movies),
  - Anthony Russo (2 movies).
- Top 3 production houses based on number of votes:
  - Marvel Studios (2656967 votes)
  - Twentieth Century Fox (2411163 votes)
  - Warner Bros. (2396057 votes).

actor_name	movie_count
Mammootty	8
Mohanlal	5

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

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

# INSIGHTS

## 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.

	genre	avg_duration	running_total_duration	moving_avg_duration
▶	Action	113	112.88	112.88
	Adventure	102	214.75	107.38
	Comedy	103	317.38	105.79
	Crime	107	424.43	106.11
	Drama	107	531.20	106.24
	Family	101	632.17	105.36
	Fantasy	105	737.31	105.33
	Horror	93	830.03	103.75
	Mystery	102	931.83	103.54
	Others	100	1031.99	103.20
	Romance	110	1141.53	103.78
	Sci-Fi	98	1239.47	103.29
	Thriller	102	1341.05	103.16

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



# RECOMMENDATIONS



Invest in versatile directors and actors who have a history of high-rated movies, particularly those who have worked across multiple genres.



Focus on genres that tend to have higher average ratings and explore creating more films within those categories to capture audience demand.



Monitor trends in the financial success of movies by analyzing the relationship between budget and gross income, to ensure more efficient resource allocation.

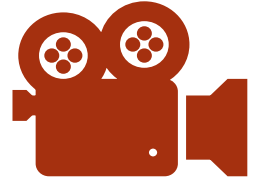








Leverage the language and country trends of top-rated movies to target specific markets and create localized content that may resonate with global audiences.



Pay attention to the seasonal release of movies and aim for strategic launches in months that traditionally show higher success rates.

# CONCLUSION



-  The film industry is evolving at an unprecedented pace, and RSVP Movies must seize this momentum to stay ahead.
-  Harnessing data analytics will unlock powerful insights into audience preferences, market trends, and revenue potential, paving the way for smarter decision-making.
-  Strategic focus on high-performing genres, star-driven projects, and optimized marketing will amplify competitive advantage and drive profitability.
-  Data-driven strategies will not only mitigate financial risks but also enhance production efficiency, ensuring maximum impact.
-  A structured, insight-driven roadmap will fuel smarter investments, captivating storytelling, and worldwide audience engagement.
-  By leveraging analytics and making bold, informed choices, RSVP Movies can transform data into box-office dominance and establish itself as a global industry leader.

# THANK YOU



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