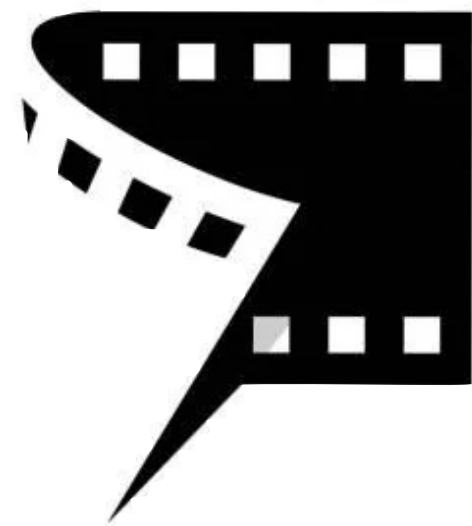


RSVP Movies

Film production company



SQL Data Analysis by Richard Pang



INTRODUCTION

The film production company has approached you for data analysis on movies released over the past three years. The goal is to uncover valuable insights that can inform strategy for an upcoming project.

Key areas of focus include:

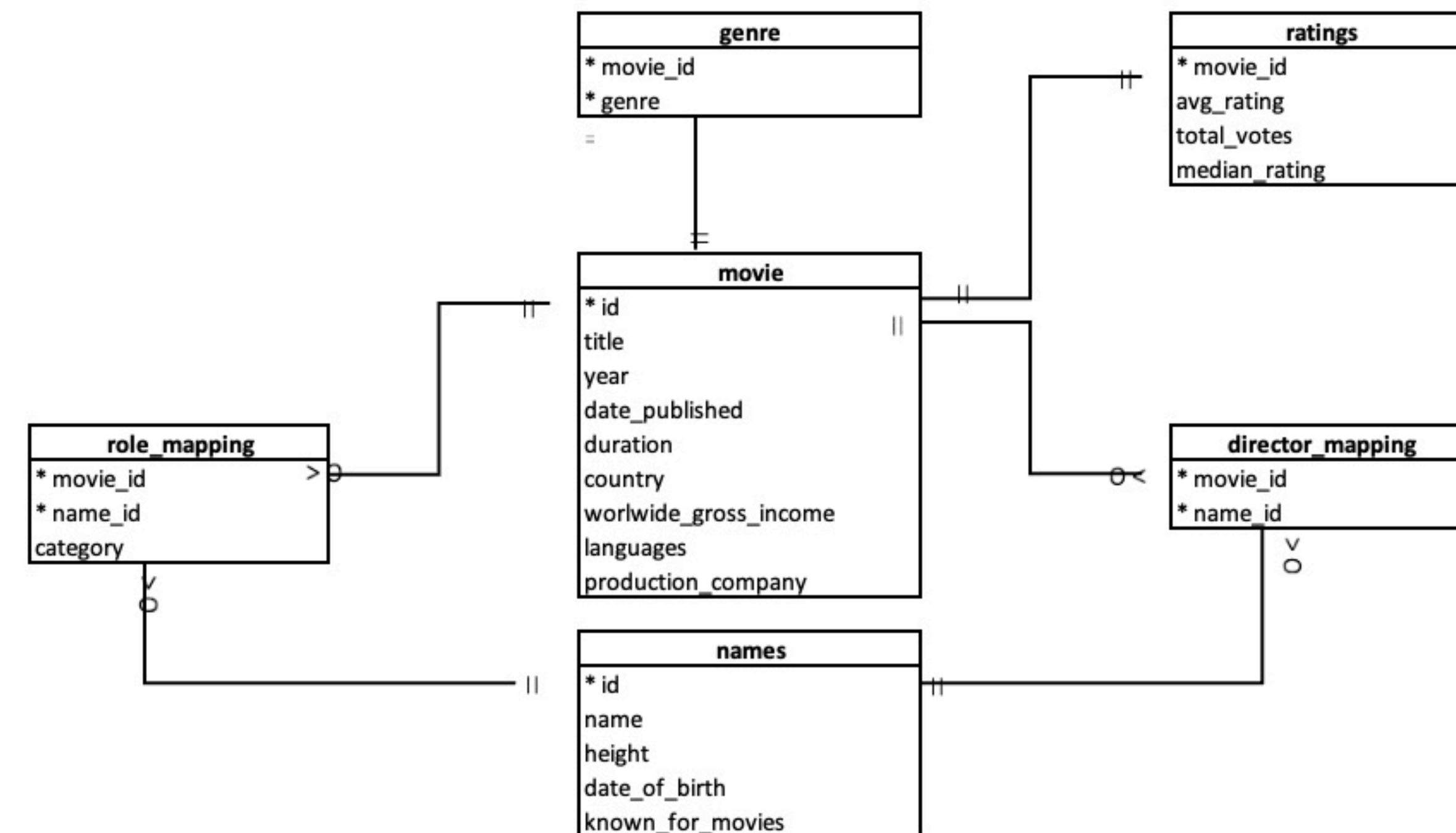
- Movie genres
- Production company performance
- Audience preferences
- Financial outcomes (gross income and profits)

The insights will help the company:

- Make informed, data-driven decisions
- Optimize production strategies
- Maximize profits
- Stay competitive in the evolving film industry landscape

DATA SUMMARY

- **Genre:** 14,663 rows, 2 columns (Movie_id, Genre) totaling 29,324 data values.
- **Movies:** 7,998 rows, 9 columns (id, title, year, date_published, duration, country, worldwide_gross_income, languages, production_company) totaling 68,249 data values.
- **Director_mapping:** 3,868 rows, 2 columns (movie_id, Name_id) totaling 7,736 data values.
- **Role_mapping:** 15,616 rows, 3 columns (Movie_id, name_id, category) totaling 46,848 data values.
- **Names:** 25,736 rows, 5 columns (id, name, height, date_of_birth, known_for_movies) totaling 82,688 data values.
- **Rating:** 7,998 rows, 4 columns (Movie_id, avg_rating, total_votes, Median_rating) totaling 31,992 data values.



PROFILE

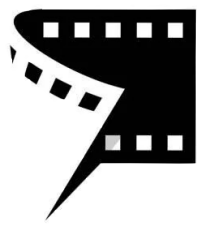


Richard Pang

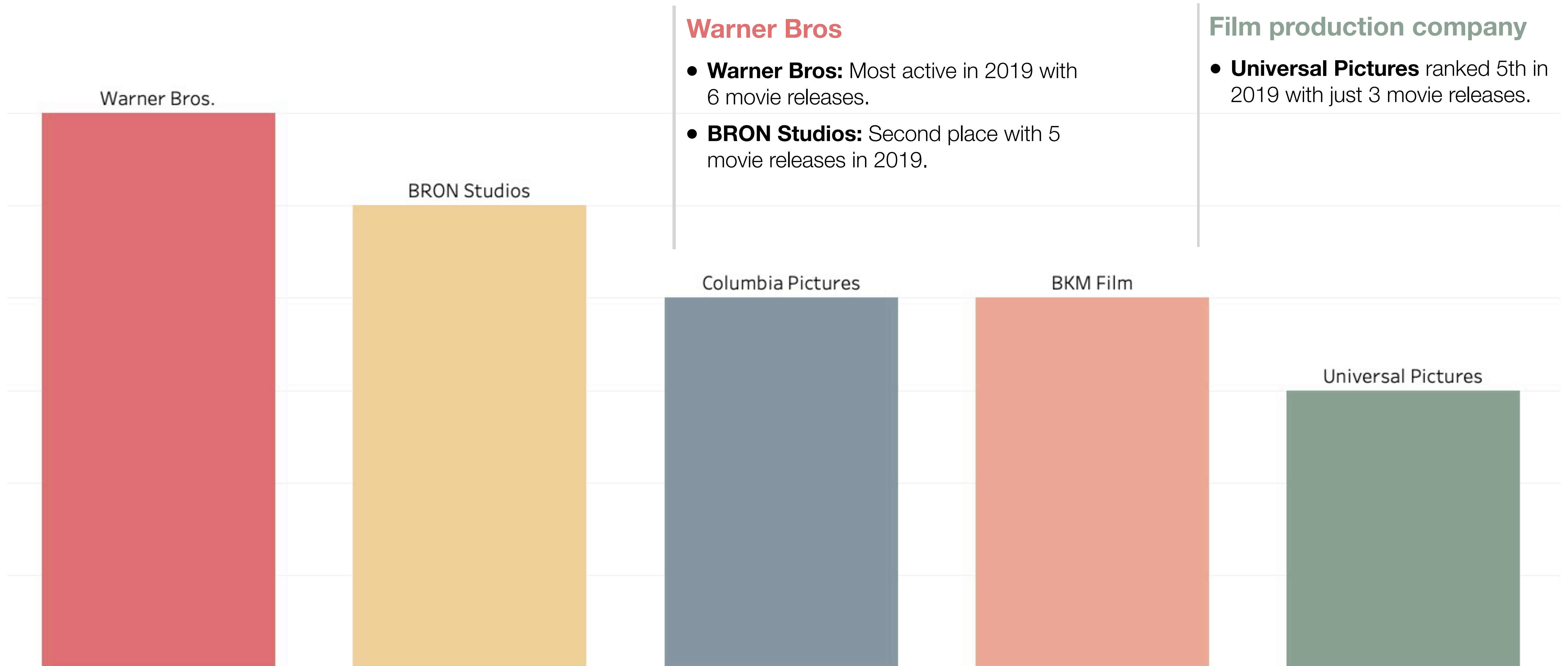
Business Analyst - Data Scientist - UX designer

Areas of Expertise

- SQL Query Development
- Python Data Analysis
- Tableau Reporting Skills
- Business Intelligence Analytics
- Data Mining Techniques
- Market Trend Analysis
- Data Warehousing Management
- Team Leadership
- Figma
- Mural
- Marvel
- Adobe Substance painter
- Adobe Photoshop
- Blender
- Autodesk Maya
- Foundry Mari



Most Active Film Production Companies: Top 5 in 2019 Movie Output



Top 5 Highest-Grossing Film Production Companies

BRON Studio

- **BRON Studios** saw a remarkable 1308% growth in gross income from 2017 to 2019.
- **BRON Studios** and **BKM Films** are the only top 5 studios with positive gross income growth.

Universal Pictures

- **Universal Pictures** ranked 5th in 2019 with just 3 movie releases.

Warner Bros.

2019

\$1,588,946,214

2018

\$884,555,635

2017

\$2,440,805,445

-34.9%

Columbia Pictures

2019

\$1,912,656,550

2018

\$771,071,308

2017

\$2,516,160,491

-24.0%

BRON Studio

2019

\$1,019,278,185

2018

\$204,225,208

2017

\$72,348,321

1308%

Universal Pictures

2019

\$725,220,314

2018

\$2,480,776,798

2017

\$2,586,823,972

-71.9%

BKM Films

2019

\$12,996,339

2018

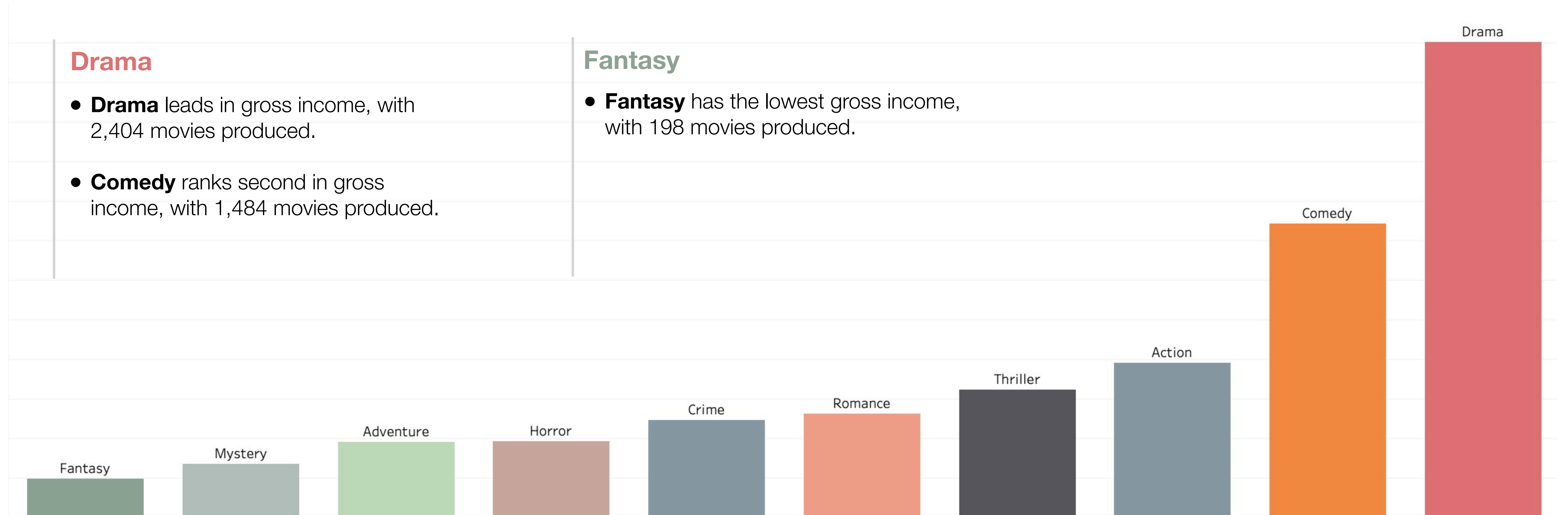
\$8,745,401

2017

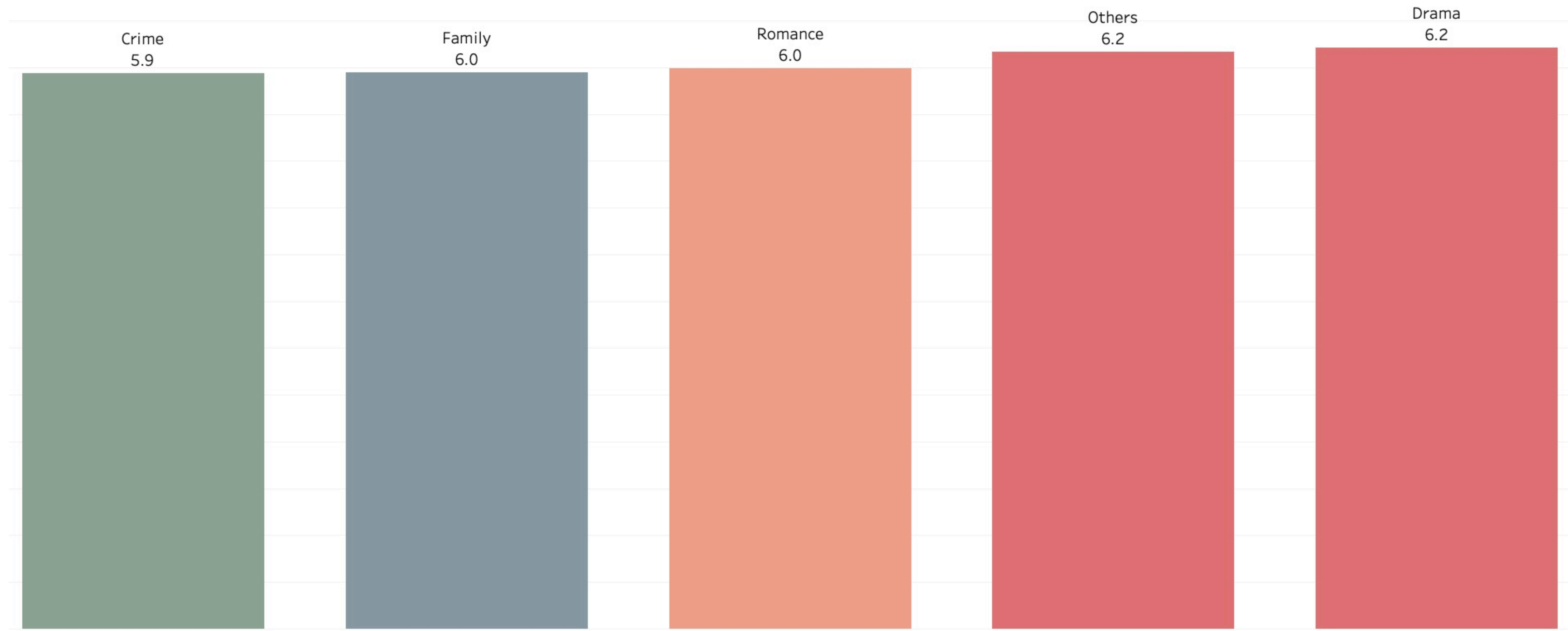
\$10,865,893

19.6%

Gross Income Generated Across Different Movie Genres



The Best Genres According to Their Average Audience Ratings



Drama

- **Drama** holds the highest audience rating, leading the best genre rankings.

Romance / Family

- **Romance** and **Family** rank in the middle of the top 5, each with a 6.0 rating.

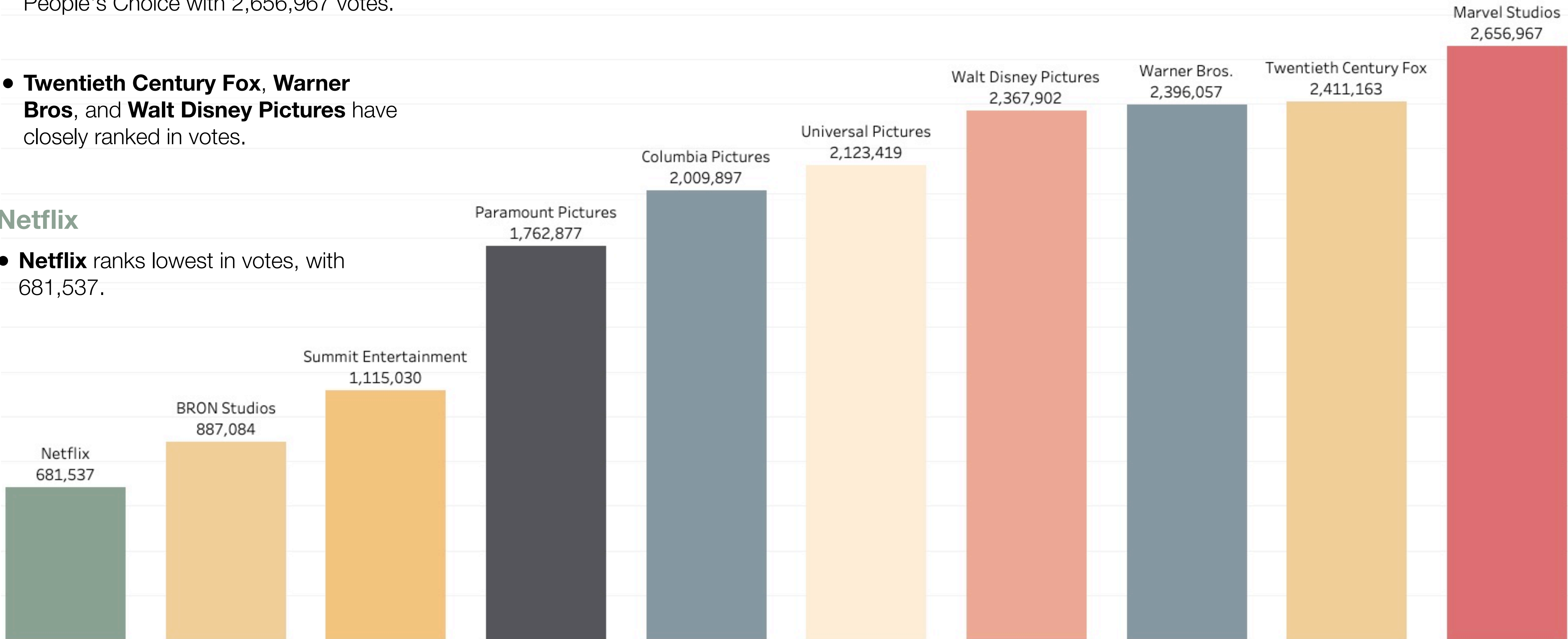
Crime

- **Crime** ranks 5th in audience rating with a score of 5.9.

The People's Choice: Most Popular Production Studios Ranked

Marvel Studio

- **Marvel Studios** ranks first in the People's Choice with 2,656,967 votes.
- **Twentieth Century Fox, Warner Bros,** and **Walt Disney Pictures** have closely ranked in votes.

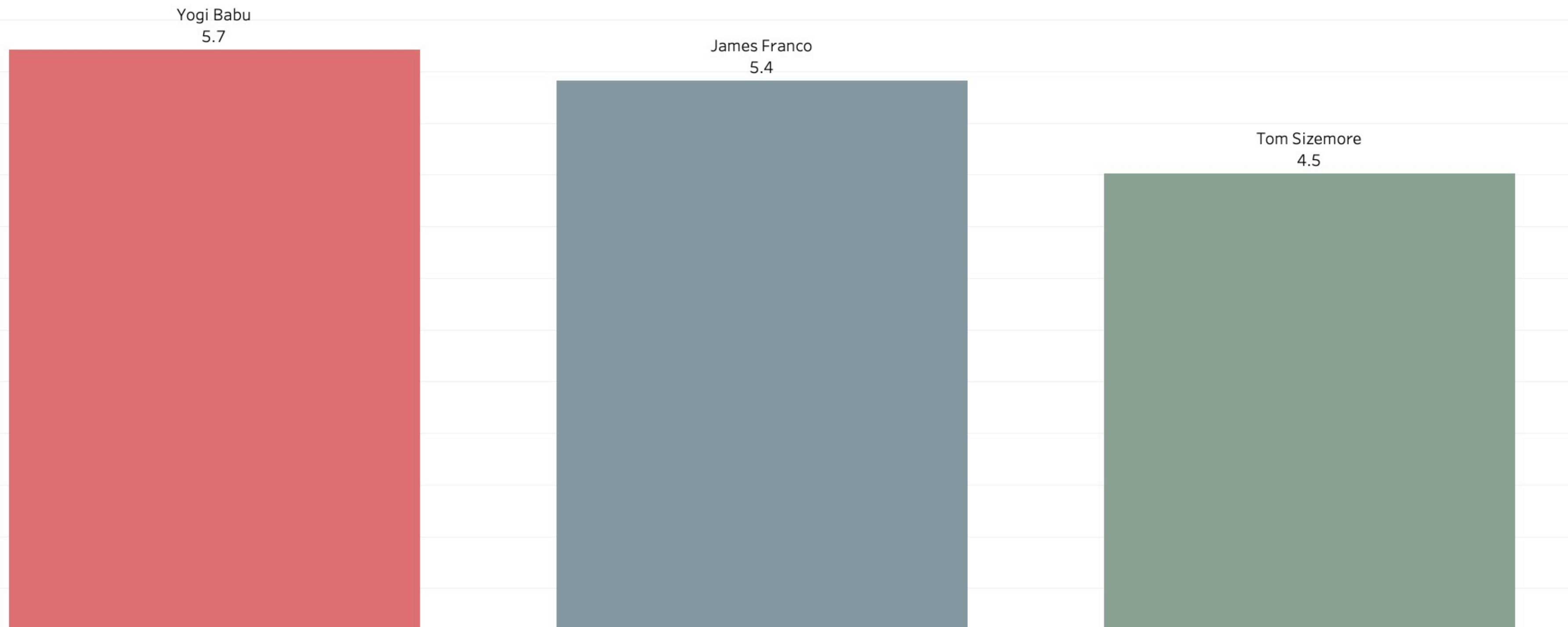


Netflix

- **Netflix** ranks lowest in votes, with 681,537.



Exploring the Best Directors: Top 3 Ranked by Film Ratings



Yogi Babu

- **Yogi Babu** leads the ranking with the best director rating of 5.7.
- **James Franco** ranks a close second with a rating of 5.4.

Tom Sizemore

- **Tom Sizemore** ranks last with a rating of 4.5.



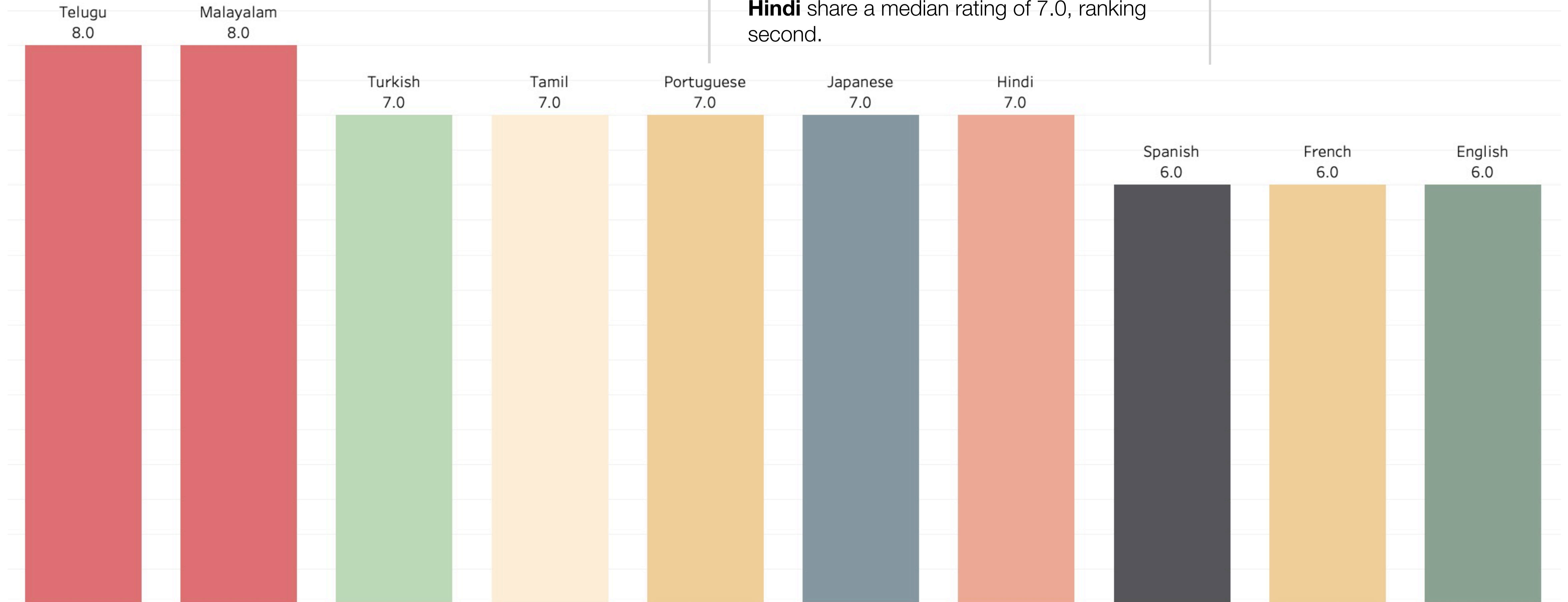
Movies with the Highest Median Ratings Across Different Languages

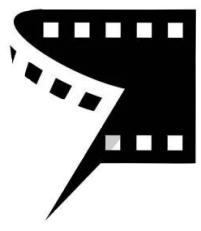
Telugu / Malayalam

- **Telugu and Malayalam** hold the highest median ratings among all languages.
- **Turkish, Tamil, Portuguese, Japanese, and Hindi** share a median rating of 7.0, ranking second.

Spanish / French / English

- **Spanish, French, and English** have a median rating of 6, placing them third.





Top 10 Multilingual Movies Produced

English
3,095

English

- **English** ranks first in multilingual movie production from 2017 to 2019.
- **Spanish** ranks second but falls far behind, followed by **French** in third and **Hindi** in fourth.

Italian

- **Italian** ranks 10th on the top 10 list, with 112 movies produced.

Spanish
274

French
260

Hindi
255

Japanese
190

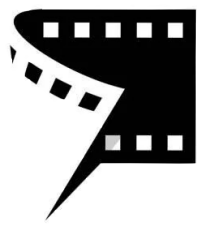
Malayalam
172

Turkish
171

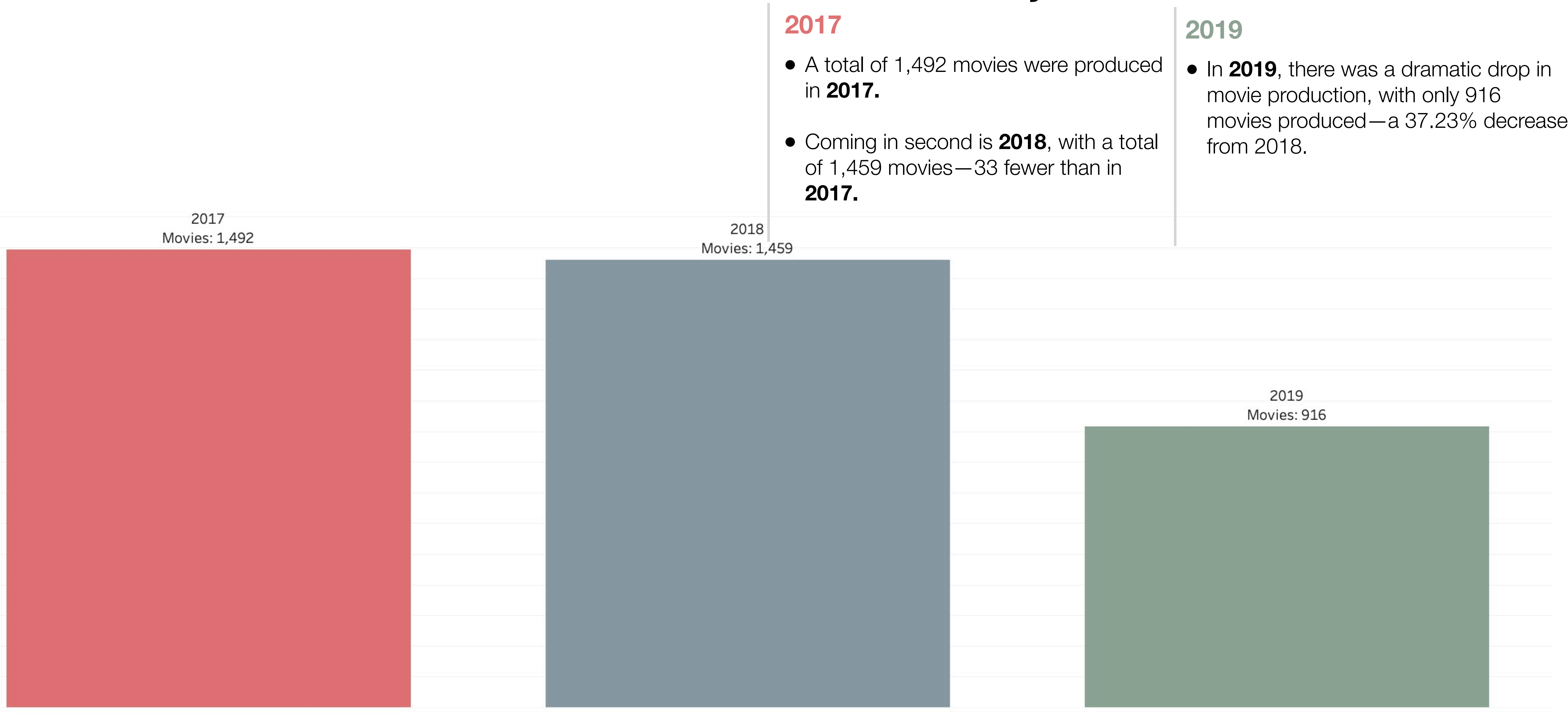
Tamil
170

Telugu
136

Italian
112



The Number of Movies Produced Annually from 2017 to 2019



Top Indian Actors Based on Rankings and Audience Votes

Vijay Sethupathi

- **Vijay Sethupathi** ranks first with a rating of 8.4 but has only 23,114 votes.
- In contrast, **Pankaj Tripathi** ranks ninth with a rating of 7.4 but has a higher vote count of 40,728.

Rajkummar Rao

- **Rajkummar Rao** ranks 10th with a rating of 7.3 but surpasses both **Vijay Sethupathi** and **Pankaj Tripathi** in vote count, leading the top 10 in total votes.

Actor	Vote	Movie count	Avg rating	Rank
Vijay Sethupathi	23114	5	8.4	1
Fahadh Faasil	13557	5	7.9	2
Yogi Babu	8500	11	7.8	3
Taapsee Pannu	18895	5	7.7	4
Joju George	3926	5	7.5	5
Ammy Virk	2504	6	7.5	6
Dileesh Pothan.	6235.	5	7.5	7
Kunchacko Boban	5628	6	7.5	8
Pankaj Tripathi.	40728	5	7.4	9
Rajkummar Rao	42560	6	7.3	10

Top 5 Highest-Grossing Movies by Profit

Movies	Genres	Profit
Karakomik Filmler: 2 Arada Karakomik Filmler: Kacamak	Drama / Comedy	\$1141689
Ardaas Karaan	Drama	\$751421
Fukri Marjorie Prime	Drama / Comedy / Family	\$213858
Shepherds and Butchers That Good Night	Drama / Mystery / Romance	\$79711
Oskars Amerika	Family	\$58154
Lauri Mantyvaaran Tuuheet ripset Vinaya Vidheya Rama	Comedy / Romance	\$42832

Karakomik Filmler

- **Karakomik Filmler: 2 Arada and Karakomik Filmler: Kaçamak** hold the highest grossing movie by profit, earning \$1,141,689.
- **Ardaas Karaan** holds the 2nd spot with a gross profit of \$751,421, which is \$390,268 less than **Karakomik Filmler**.

ULauri Mantyvaaran Tuuheet Ripset / Vinaya Vidheya Rama

- **Lauri Mantyvaaran Tuuheet Ripset and Vinaya Vidheya Rama** hold the lowest gross profit in the top 5 list, with \$42,832.

INSIGHT



- **BRON Studios' Growth:** BRON Studios saw a remarkable 1308% growth in gross income from 2017 to 2019, highlighting strong performance.
- **Top-Grossing Genres:** Drama and comedy lead in gross income, while fantasy lags behind.
- **Audience Ratings:** Drama holds the highest average audience rating, while crime has the lowest.
- **Multilingual Production:** English dominates multilingual movie production, with Spanish and French following.
- **Director Insights:** Yogi Babu leads in director ratings, with Tom Sizemore having the lowest.
- **Popular Production Studios:** Marvel Studios is the most popular based on audience votes, while Netflix ranks lowest.
- **Indian Actor Rankings:** Vijay Sethupathi has the highest rating but fewer votes, while Rajkummar Rao leads in total votes.
- **Highest-Grossing Movies by Profit:** Karakomik Filmler movies top the list with the highest gross profits, while others have significantly lower profits.

RECOMMENDATION

- Focus on expanding in high-grossing genres like **drama** and **comedy**.
- Explore the potential for multilingual productions, especially in **Telugu** and **Malayalam**, which show high median ratings.
- Leverage the success of top directors to attract more audience engagement.
- Partner with popular studios like **Marvel Studios** to boost brand visibility and profitability.
- Consider a strategic approach to maximize the impact of studio growth, particularly in the case of **BRON Studios** and **BKM Films**.