



MOVIE REVENUE AND PERFORMANCE ANALYSIS

START SLIDE

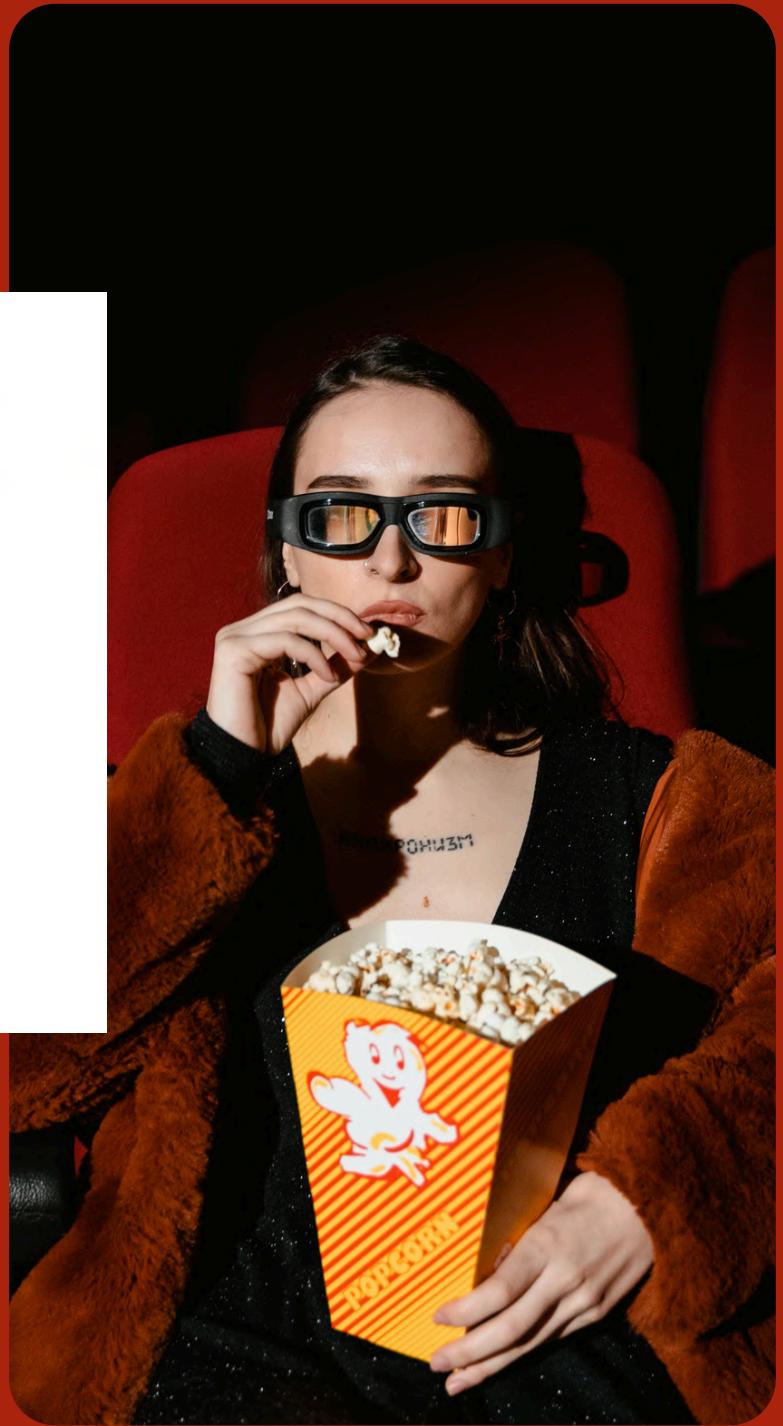


- To explore and analyze movie industry data using SQL queries.
- To identify key patterns like highest profits, successful genres, and performance by directors and actors.
- To compare financial performance during different release periods
- To understand the impact of factors like remakes, new talent, and franchise branding on movie success.

find the top 5 movies with Highest profit

- **SELECT**
 movie_name, (^Revenue(INR)^ - ^Budget(INR)^) **AS** profit
FROM
 netflix
ORDER BY profit **DESC**
LIMIT 5;

	movie_name	profit
▶	Bombay Velvet	748635000
	Broken Horses	589870000
	Mirzya	495335000
	Jagga Jasoos	441427500
	Zanjeer	378525000



Calculate the Average Revenue by Genre



```
SELECT
    Genre, ROUND(`Revenue(INR)`), 2) average_revenue
FROM
    netflix
GROUP BY genre , `Revenue(INR)`
ORDER BY average_revenue DESC;
```

Genre	average_revenue
masala	1700000000
drama	1380000000
drama	1350000000
drama	1310000000
action	1300000000
thriller	1200000000
rom_com	1190000000

IDENTIFY THE DIRECTORS WITH THE HIGHEST AVERAGE REVENUE PER MOVIE

```
SELECT
    director, AVG(`Revenue(INR)`) AS avg_revenue
FROM
    netflix
GROUP BY director , `Revenue(INR)`
ORDER BY `Revenue(INR)` DESC;
```



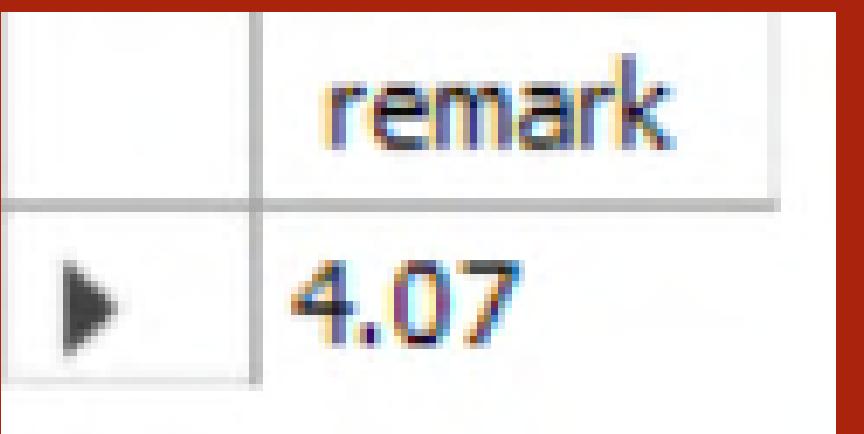
	director	avg_revenue
▶	S.S. Rajamouli	1700000000.0000
	Ashutosh Gowariker	1380000000.0000
	Kabir Khan	1350000000.0000
	Anurag Basu	1310000000.0000
	Anubhav Sinha	1300000000.0000
	Maneesh Sharma	1200000000.0000
	Imtiaz Ali	1190000000.0000

Netflix.com

FIND THE PERCENTAGE OF MOVIES THAT ARE REMAKES

```
SELECT
    ROUND(SUM(CASE
        WHEN Whether_Remake = 'Yes' THEN 1
        ELSE 0
    END) * 100) / COUNT(*),
    2) AS remark
FROM
    netflix;
```

SIC FILMS



LIST THE GENRES WHERE NEW ACTORS LEAD TO HIGHER AVERAGE REVENUE COMPARED TO EXPERIENCED ACTORS

```
SELECT
  Genre
FROM
  (SELECT
    Genre,
    AVG(CASE
      WHEN New_Actor = 'yes' THEN `Revenue(INR)`
      ELSE NULL
    END) AS avg_revenue,
    AVG(CASE
      WHEN New_Actor = 'No' THEN `Revenue(INR)`
      ELSE NULL
    END) AS avg_revenue_exp
  FROM
    netflix
  GROUP BY genre) AS Genre_revenue
WHERE
  avg_revenue > avg_revenue_exp;
```

Genre
masala

RANK THE TOP 3 MUSIC DIRECTORS BASED ON THE TOTAL REVENUE GENERATED

- **SELECT**
music_director
FROM
netflix
ORDER BY **~Revenue(INR)~ DESC**
LIMIT 3;



	music_director
▶	M.M. Kreem
	A.R. Rehman
	Pritam

Netflix.com Find the Movies where Revenue was Less Than Budget
(Loss-making movies)

```
SELECT  
    movie_name  
FROM  
    netflix  
WHERE  
    `Revenue(INR)` < `Budget(INR)`;
```

	movie_name
▶	Chaatwali
	Ghajini
	Taare Zameen Par
	Mangal Pandey - The Rising
	Fanaa
	Rang De Basanti
	Talaash

WHICH LEAD STARS HAVE WORKED IN THE MOST NUMBER OF MOVIES?



SELECT

lead_star, COUNT(Movie_Name)

FROM

netflix

GROUP BY Lead_Star

ORDER BY COUNT(Movie_Name) DESC

LIMIT 1;

lead_star	count
Akshay Kumar	48



CONCLUSION

- Profit Analysis revealed the top-performing movies and highlighted the financial advantages of franchise movies.
- Genre and Talent Analysis showed that certain genres perform better with new actors and new directors.
- Director and Music Director Analysis identified individuals consistently generating higher revenues.
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THANK
YOU