SQL RSVP Movies - CASE STUDY

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PROBLEM STATEMENT AND APPROACH

- RSVP Movies (an Indian film production company) is venturing into creating movies for global audience and they want take informed decision based on data of movies produced in the last 3 years to start the project
- Our role is that of an analyst and SQL expert to help identify data insights and help in decision making
- We will approach this problem by loading and querying the data provided in a step by step manner
- Once we have the query results ready we can provide a recommendation based on our analysis
- Also we will make sure the SQL query is readable and maintainable with proper documentation whenever applicable

DATA INSIGHTS AND RECOMMENDATIONS

- This data analyzed was IMDB movie dataset file from the Indian Film industry production with the data from 2017, 2018, 2019.
- The total number of movies produced in **2017, 2018, 2019** are **3052, 2944, 2001** respectively
- There are **13** unique genres in the dataset, from which Drama has highest number of movies produced i.e. **4285** and an average duration of **106.77 minutes**. So RSVP Movies should focus on the **'Drama'** genre.
- **Dream Warrior Pictures** and **National Theatre Live** both has produced highest rated films.

DATA INSIGHTS AND RECOMMENDATIONS

- The **top actors** with highest average median rating are `**Mammootty**` with more than `8` and `**Mohanlal**` with `5`.
- **James Mangold Anthony Russo, Soubin Shahir** are the **top three directors** in the top three genres whose movies have an **average rating greater than 8**
- - In India, **Taapsee Pannu** can be chosen as **the top actress** with average rating `7.74` and top actor is `Vijay Sethupathi` with average rating **8.4**`.
- - **Sangeetha Bhat, Fatima Sahiti, Adriana Matoshi** are the **top 3 actresses** based on the number of Super Hit movies in drama genre.

DATA INSIGHTS AND RECOMMENDATIONS

- **Median Rating** of **8+** will increase chances of superhit movie.
- **Marvel Studios, Twentieth Century Fox and Warner Bros**, are the top three production houses based on the number of votes received by the movies they have produced.
- **Star Cinema** and **Twentieth Century** are top two production companies that have produced **highest number of hits among multilingual movies**.
- RSVP can opt with **Marvel Studios** as their global partners based on highest votes received.
- RSVP should consider hiring **Andrew Jones** as he is the **top ranked director**