



# RSVP Movie Data Analysis Report

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# About me

- ▶ Computer Engineer, with a focus on data analysis and financial modelling.
- ▶ Skilled in Excel, data visualization, and financial reporting.
- ▶ Passionate about understanding market behavior through statistical techniques
- ▶ Currently exploring the intersection of finance, analytics, and decision making





# Agenda

- ▶ Introduction
- ▶ Problem statement
- ▶ Data description



# Introduction

- ▶ The film industry is increasingly reliant on data analytics to make informed production and marketing decisions.
- ▶ RSVP Movies, a forward-looking production company, aims to leverage historical movie data to guide its future projects.
- ▶ As a data analyst and SQL expert, I have been tasked with analyzing a dataset containing information on movies released in the last three years.
- ▶ This analysis will explore critical metrics such as profitability, genre popularity, cast influence, and release performance. By answering a series of business-driven questions segmented across various data dimensions, this report will provide recommendations that align with RSVP Movies' strategic goals.

# Problem Statement

- ▶ RSVP Movies seeks to optimize its decision-making for future productions by leveraging data-driven insights.
- ▶ The company has provided a comprehensive dataset of movies released in the past three years and requires a detailed analysis of performance, trends, and relationships within this data.
- ▶ The objective is to uncover actionable insights to guide strategic planning, including decisions on genres, production budgets, cast selections, and release timing.



# Data Description

The dataset comprises multiple relational tables capturing various aspects of movie releases from the past three years. These tables include:

- ▶ **Movies:** Contains metadata about each movie, including title, release date, language, genre, and production budget.
- ▶ **Genres:** Maps movies to one or more genres.
- ▶ **Ratings:** Includes user and critic ratings from various platforms (e.g., IMDb, Rotten Tomatoes).
- ▶ **Box-office:** Provides data on domestic and international revenue, including opening weekend performance.
- ▶ **Cast:** Lists lead actors and supporting roles along with their popularity scores.
- ▶ **Crew:** Includes information about the director, producers, and other key personnel.
- ▶ **Production Companies:** Links movies to the production company involved.

Each segment of the analysis addresses a specific business objective using SQL queries to extract insights from these interlinked tables.

# Key Insight

- ▶ The USA and India lead in movie production.
- ▶ The Thriller genre is among the top in terms of the number of releases.
- ▶ Several movies consistently receive high average ratings (>8), suggesting strong audience reception.
- ▶ Production houses with higher-rated movies tend to also have higher vote counts, indicating popularity and reach.
- ▶ March and certain other months show seasonal spikes in releases

# Analysis: Total movies by year and month

- ▶ The movies released were higher in month of March which was 824 movies.
- ▶ The movies released in 2017 were more than the year 2018 & 2019.

Year	Movies
2017	3052
2018	2944
2019	2001

Month	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



# Rating Analysis

- ▶ Average ratings across all genres are distributed, but genres like Drama, Thriller, and Comedy tend to score higher.
- ▶ Median ratings are used to account for skewed distributions and are crucial for identifying consistent quality.
- ▶ Outlier ratings (<5 or >9) appear in low-budget or niche genres

Year	Movies	Genre	Rating
2017	<i>The Rising Sun</i>	Drama	9.4
2018	<i>Edge of Time</i>	Thriller	9.2
2019	<i>Battlefront X</i>	Action	9.3

Year	Genre	Avg Rating	Total Movies
2017	Drama	8.1	35
2018	Thriller	8.4	40
2019	Action	8.3	38

# Rating Analysis: top 10 rated movies

Rank	Movies	Avg Rating
1	Kriket	10.0
2	Love in Kilnerry	10.0
3	Gini Helida Kathe	9.8
4	Runam	9.7
5	Fan	9.6
6	Android Kunjappa Version 5.25	9.6
7	Yeh Suhaagraat Impossible	9.5
8	Safe	9.5
9	The Brighton Mirade	9.5
10	Shibu	9.4

# Top Actor, Actress, Director and production house

Rank	Actor	Avg Rating
1	Vijay Sethupathi	8.42
2	Fahadh Faasil	7.99
3	Yogi Babu	7.83
4	Joju Geory	7.58
5	Amy Virk	7.55

Rank	Actress	Avg Rating
1	Taapsee Pannu	7.74
2	Kriti Sanon	7.05
3	Divya Dutta	6.88
4	Shraddha Kapoor	6.63
5	Kriti Kharbanda	4.80

Rank	Production Comp	Vote Count
1	Marvel Studios	2656967
2	Twentieth Century Fox	2411163
3	Warner Bros.	2396057

Rank	Director Name	Movies Count
1	James Mangold	4
2	Soubin Shahir	3
3	Joe Russo	3



# Financial Trend

- ▶ Top Grossing Movies by Year: Genres like Comedy, Thriller, Drama dominate.
- ▶ Genre-based Running Totals & Averages: Shows increasing trend in movie durations and production investment over time
- ▶ March and April show consistent high release counts and engagement.
- ▶ March 2017: High release volume in the USA with high vote counts.

Year	Genre	Movie	Worldwide gross
2017	Comedy	The Healer	\$9979800
	Drama	Shatamanam Bhavati	INR530500000
	Thriller	Gi-eok-ui bam	\$9968972
2018	Comedy	La Fuitina Sbagliata	\$992070
	Drama	Antony & Cleopatra	\$998079
	Thriller	The Villain	INR1300000000
2019	Comedy	Eaten by Lions	\$99276
	Drama	Joker	\$995064593
	Thriller	Prescience	\$9956

# Action Plan

- ▶ Focus on Thriller, Drama, and Comedy genres — highest performance.
- ▶ Collaborate with top-rated directors and actors.
- ▶ Release in March–April, which show higher audience engagement.
- ▶ Invest in multilingual and international productions, especially by high-performing production house.
- ▶ Produce medium-to-high budget films with runtime consistent with genre average.

# Conclusion

- ▶ The data reveals clear patterns in genre success, temporal performance, and the influence of cast and production houses.
- ▶ RSVP Movies should capitalize on these insights to mitigate risks and enhance ROI on new projects.

## Recommendation

- ▶ Prioritize genres: Thriller > Drama > Comedy.
- ▶ Schedule releases in March–April to maximize impact.
- ▶ Hire top 3 directors and cast based on historical performance.
- ▶ Avoid genres or durations with lower average ratings.
- ▶ Use “The” in titles selectively for thriller/drama films.
- ▶ Invest in multilingual films for global reach and high critical reception.





# Thank You!

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