RSVP Movie Data Analysis Report

BY: SHAHANA ANJUM

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	*The Rising Sun*	Drama	9.4
2018	*Edge of Time*	Thriller	9.2
2019	*Battlefront X*	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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