**Name: -** Vatsal Rameshbhai Gohel

**Mail id: -** [**gohel.vatsal11@gmail.com**](mailto:gohel.vatsal11@gmail.com)

**Contact Detail: -** +1-774-253-3960

**LinkedIn Id: -** <https://www.linkedin.com/in/gohelvatsal/>

**GitHub Id: -** <https://github.com/vatsalgohel>

**Project Portfolio**

**Analyzing IMDb Dataset for RSVP Movies Global Release Strategy**

**Project Title:**

Data-driven Insights for RSVP Movies Global Release Strategy

**Problem Statement:**

RSVP Movies, an Indian film production company, intends to release a movie for the global audience in 2022. They need data-driven insights to plan their production strategy effectively.

**Project Description:**

**Objective:**

To analyse IMDb dataset and provide actionable insights to RSVP Movies for their global release project.

**Scope:**

Analysing movie production trends, genres, successful production companies, directors, popular actors, audience engagement, and ratings from the IMDb dataset.

**Deliverables:**

SQL scripts with queries providing insights into movie trends, recommendations based on data analysis, and a report summarizing findings.

**Methodology:**

**Tools and Technologies Used:**

MySQL Workbench, SQL for data querying and analysis.

**Process:**

* **Database Setup:** Create database schema and tables based on IMDb dataset.
* **Data Analysis:** Write SQL queries to extract insights across four analytical segments.
* **Insight Generation:** Analyse trends in movie production, genres, successful entities (production companies, directors), actor popularity, and audience ratings.
* **Recommendations:** Based on insights, recommend genres, production companies, directors, and actors for RSVP Movies global release.

**Role and Responsibilities:**

* Individual Project
* Data analyst responsible for database setup, SQL query formulation, analysis, and report preparation.

**Results and Impact:**

**Outcome:**

Detailed insights into movie production trends, successful entities, and audience preferences.

**Impact:**

Informed decision-making for RSVP Movies’ global release strategy, potentially increasing audience engagement and profitability.

**Challenges and Solutions:**

**Challenges Faced:**

Complex data relationships, ensuring accuracy of IMDb dataset integration.

**Solutions Implemented:**

Careful database schema design, iterative SQL query refinement for accurate insights.

**Conclusion and Learnings:**

**Summary:**

The project successfully provided data-driven insights crucial for RSVP Movies global release strategy.

**Learning Experience:**

Enhanced proficiency in SQL data analysis, understanding of movie industry trends, and the importance of data-driven decision-making in film production.

**Link for the File:**

<https://drive.google.com/drive/folders/1LxWN5Ot9L1tAoxV_NFydVzkBZ1urDSfc?usp=sharing>