SQL QUERIES:-

Revenue Performance by Genre

1. Objective:

Identify which movie genres generate the highest and lowest average revenue to inform decisions on future genre investments.

- Calculate total and average revenue for each genre.
- Rank genres based on profitability.
- o Identify high-performing and underperforming genres.

SELECT GENRE,

SUM(REVENUE_INR) AS TOTAL_REVENUE,

ROUND(AVG(REVENUE INR),2) AS AVERAGE REVENUE,

SUM(PROFIT) AS PROFIT,

RANK() OVER(ORDER BY SUM(PROFIT) DESC) AS RANKS

FROM BOLLYWOOD

GROUP BY GENRE;



Insights:-

- ✓ Fantasy, Animations, Suspence movies are making good profit / revenue.
- ✓ These movies are returning investment Amount to producers/sponsers with Profit.

2. Impact of Release Period on Revenue

Objective:

Evaluate how different release periods, such as holiday seasons or regular periods, influence movie revenue. This will guide optimal release timing for maximizing box office revenue.

- Compare average revenue for holiday-released movies versus non-holiday releases.
- o Provide insights on the best periods for movie releases to maximize profitability.

SELECT

RELEASE_PERIOD,

ROUND(AVG(REVENUE_INR)) AS AVERAGE_REVENUE,

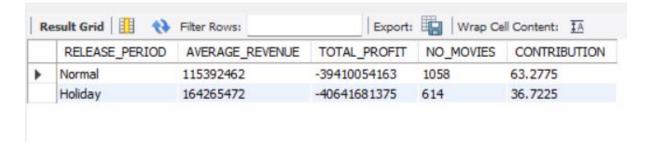
SUM(PROFIT) AS TOTAL_PROFIT,

COUNT(*) AS NO_MOVIES,

(100 * COUNT(*) / (SELECT COUNT(*) FROM BOLLYWOOD)) AS CONTRIBUTION

FROM BOLLYWOOD

GROUP BY RELEASE_PERIOD;



-- LETS FIGURE WHICH DAY AND WHAT KIND MOVIE GIVE PROFIT

SELECT

GENRE,

RELEASE_PERIOD,

ROUND(AVG(REVENUE_INR)) AS AVERAGE_REVENUE,

SUM(PROFIT) AS TOTAL_PROFIT,

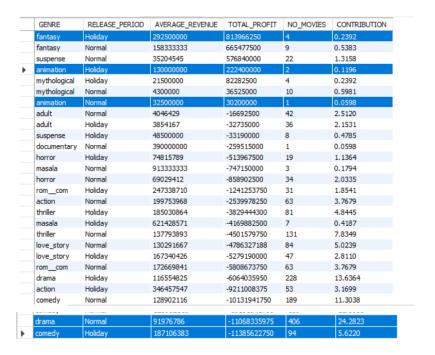
COUNT(*) AS NO_MOVIES,

(100 * COUNT(*) / (SELECT COUNT(*) FROM BOLLYWOOD)) AS CONTRIBUTION

FROM BOLLYWOOD

GROUP BY GENRE, RELEASE_PERIOD

ORDER BY TOTAL_PROFIT DESC;



Insights:-

- ✓ <u>Drama</u> Genre Movies are giving huge losses 24%.
- ✓ Animation, Fantasy Movies are Returning Huge profits but this genre movies Are Very low

3. Franchise vs. Standalone Movie Performance

Objective:

Compare the financial performance of franchise movies against standalone films to assess the benefits of producing sequels or franchise films.:

- Calculate the average revenue and profitability of franchise movies.
- o Compare with standalone movies to measure financial impact.
- o Identify trends or patterns that may justify investments in franchise films.

```
select

is_franchise,

release_period ,

sum(revenue_inr) as Total_Revenue ,

round(avg(revenue_inr)) as Average_Revenue ,

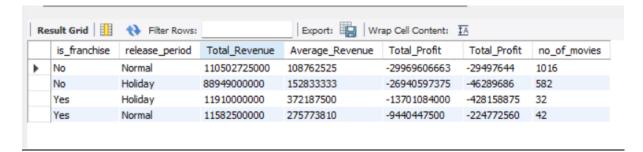
sum(profit) as Total_Profit ,

round(avg(profit)) as Total_Profit,

count(*) as no_of_movies

from bollywood

group by is franchise , release period;
```



Insights:-

✓ Bollywood Not Making Profit Because of Genre Audience Don't Want to Watch Drama's.

4. Star Power vs. New Talent

Objective:

Analyze the impact of lead actors, directors, and music directors (established stars vs. new talent) on movie revenue.

Tasks:

- Compare the revenue of movies featuring established stars versus new talent.
- Assess the impact of experienced versus new directors and music directors on revenue generation.
- o Provide insights into whether it's financially viable to invest in new talent.

select

(case when new actor = 'Yes' then 'New actor' else 'Experienced Actor' end) as Actors,

(case when new_director = 'Yes' then "New Director" else "Experienced Director" end) as Directors,

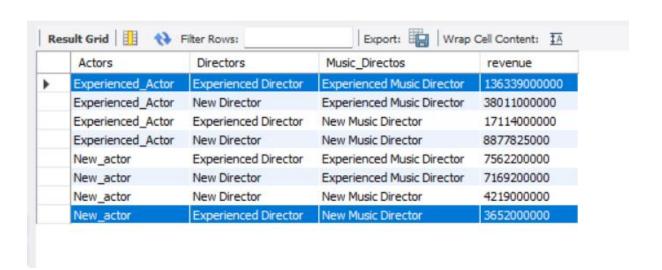
(case when new_music_director ='Yes' then "New Music Director" else "Experienced Music Director" end) as Music_Directos,

sum(revenue_inr) as revenue

from bollywood

group by Actors , Directors , Music_Directos

order by revenue desc;



Insights:-

✓ New Talent Making Less Revenue Than Experienced Star's

5. Remakes vs. Original Movies

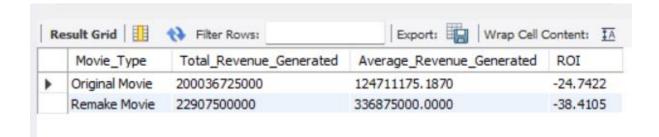
Objective:

Examine the financial performance of remakes compared to original movies to determine whether remakes offer a profitable business model.:

- o Calculate the total and average revenue for remakes and original movies.
- o Compare the ROI of remakes versus original films.
- Identify patterns that indicate whether remakes or original content generate higher returns.

SELECT

```
(CASE WHEN is_remake = 'No' Then "Original Movie" else "Remake Movie" end) as Movie_Type,
sum(revenue_inr) as Total_Revenue_Generated,
avg(revenue_inr) as Average_Revenue_Generated,
((sum(revenue_inr) - sum(budget_inr))/ sum(budget_inr)) *100 as ROI
FROM
BOLLYWOOD
GROUP BY Movie_Type
order by Total_Revenue_Generated desc;
```



Insights:-

- ✓ Original Movie Making More Revenue Than (>) Remake Movies(Dubbed).
- ✓ Original Movie's ROI(Return of Investment) of Loss is lesser Than Remake Movie.

6. Budget vs. Revenue Analysis

Objective:

Assess the relationship between the production budget and box office revenue. This will help in evaluating financial efficiency and ROI.:

- o Calculate profit for each movie.
- o Compute the ROI for each movie.

SELECT

MOVIE_NAME AS MOVIE,

Budget_inr as Budget,

Revenue_inr as Revenue,

PROFIT , -- (REVENUE_inr - BUDGET_INr)

concat(round(((SUM(REVENUE_INR) - SUM(BUDGET_INR))/ SUM(BUDGET_INR))*100,2),"%")AS ROI

from bollywood

group by MOVIE , Budget ,Revenue , PROFIT;

Result Grid 1					
	MOVIE	Budget	Revenue	PROFIT	ROI
•	Golden Boys	85000	5000000	4915000	5782.35%
	Kaccha Limboo	825000	15000000	14175000	1718.18%
	Not A Love Story	56700000	75000000	18300000	32.28%
	Qaidi Band	4500000	210000000	205500000	4566.67%
	Chaatwali	1075000	1000000	-75000	-6.98%
	Shuttlecock Boys	170000	5000000	4830000	2841.18%
	Dirty Marriage	35000	1500000	1465000	4185.71%
	Future To Bright Hai Ji	825000	15000000	14175000	1718.18%
	Ghajini	1945820000	520000000	-1425820000	-73.28%
	Taare Zameen Par	875785000	180000000	-695785000	-79.45%
	Mangal Pandey - The	525785000	370000000	-155785000	-29.63%
	F	1054000000	200000000	754000000	74 500/