

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.
- 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;
```

GENRE	TOTAL_REVENUE	AVERAGE_REVENUE	PROFIT	RANKS
fantasy	2595000000	199615384.62	1479443750	1
suspense	1162500000	38750000.00	543650000	2
animation	292500000	97500000.00	252600000	3
mythological	129000000	9214285.71	118807500	4
adult	308700000	3957692.31	-49427500	5
documentary	390000000	390000000.00	-259515000	6
horror	3768500000	71103773.58	-1372870000	7
masala	7090000000	709000000.00	-4917032500	8
rom_com	18545700000	197294680.85	-7049927500	9
thriller	33038500000	155841981.13	-8331024050	10
love_story	18809500000	143583969.47	-10065517188	11
action	30946750000	266782327.59	-11750986625	12
drama	63917075000	100815575.71	-17132371925	13
comedy	41950500000	148234982.33	-21517564500	14

Insights :-

- ✓ Fantasy, Animations , Suspence movies are making good profit / revenue.
- ✓ These movies are returning investment Amount to producers/sponsors 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.
- 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;
```

RELEASE_PERIOD	AVERAGE_REVENUE	TOTAL_PROFIT	NO_MOVIES	CONTRIBUTION
Normal	115392462	-39410054163	1058	63.2775
Holiday	164265472	-40641681375	614	36.7225

-- 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;
```

	GENRE	RELEASE_PERIOD	AVERAGE_REVENUE	TOTAL_PROFIT	NO_MOVIES	CONTRIBUTION
	fantasy	Holiday	292500000	813966250	4	0.2392
	fantasy	Normal	158333333	665477500	9	0.5383
	suspense	Normal	35204545	576840000	22	1.3158
▶	animation	Holiday	130000000	222400000	2	0.1196
	mythological	Holiday	21500000	82282500	4	0.2392
	mythological	Normal	4300000	36525000	10	0.5981
	animation	Normal	32500000	30200000	1	0.0598
	adult	Normal	4046429	-16692500	42	2.5120
	adult	Holiday	3854167	-32735000	36	2.1531
	suspense	Holiday	48500000	-33190000	8	0.4785
	documentary	Normal	390000000	-259515000	1	0.0598
	horror	Holiday	74815789	-513967500	19	1.1364
	masala	Normal	913333333	-747150000	3	0.1794
	horror	Normal	69029412	-858902500	34	2.0335
	rom_com	Holiday	247338710	-1241253750	31	1.8541
	action	Normal	199753968	-2539978250	63	3.7679
	thriller	Holiday	185030864	-3829444300	81	4.8445
	masala	Holiday	621428571	-4169882500	7	0.4187
	thriller	Normal	137793893	-4501579750	131	7.8349
	love_story	Normal	130291667	-4786327188	84	5.0239
	love_story	Holiday	167340426	-5279190000	47	2.8110
	rom_com	Normal	172669841	-5808673750	63	3.7679
	drama	Holiday	116554825	-6064035950	228	13.6364
	action	Holiday	346457547	-9211008375	53	3.1699
	comedy	Normal	128902116	-10131941750	189	11.3038
	drama	Normal	91976786	-11068335975	406	24.2823
▶	comedy	Holiday	187106383	-11385622750	94	5.6220

Insights :-

- ✓ Drama 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.
- Compare with standalone movies to measure financial impact.
- 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;
```

	is_franchise	release_period	Total_Revenue	Average_Revenue	Total_Profit	Total_Profit	no_of_movies
▶	No	Normal	110502725000	108762525	-29969606663	-29497644	1016
	No	Holiday	88949000000	152833333	-26940597375	-46289686	582
	Yes	Holiday	11910000000	372187500	-13701084000	-428158875	32
	Yes	Normal	11582500000	275773810	-9440447500	-224772560	42

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.
- 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;

	Actors	Directors	Music_Directos	revenue
▶	Experienced_Actor	Experienced Director	Experienced Music Director	136339000000
	Experienced_Actor	New Director	Experienced Music Director	38011000000
	Experienced_Actor	Experienced Director	New Music Director	17114000000
	Experienced_Actor	New Director	New Music Director	8877825000
	New_actor	Experienced Director	Experienced Music Director	7562200000
	New_actor	New Director	Experienced Music Director	7169200000
	New_actor	New Director	New Music Director	4219000000
	New_actor	Experienced Director	New Music Director	3652000000

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.:

- Calculate the total and average revenue for remakes and original movies.
- 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;

Movie_Type	Total_Revenue_Generated	Average_Revenue_Generated	ROI
Original Movie	200036725000	124711175.1870	-24.7422
Remake Movie	22907500000	336875000.0000	-38.4105

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.:

- Calculate profit for each movie.
- 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;

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%