EXECUTIVE SUMMARY

This report provides a comprehensive analysis of the RSVP Movies dataset using SQL. The project aimed to extract, analyse, and visualize key data points to uncover valuable insights and trends within the movie industry. The SQL queries were executed to perform data cleaning, exploratory data analysis (EDA), and generate relevant metrics.

* **KEY INSIGHTS:**

1. Data Cleaning and Preparation: The dataset was cleaned by handling missing data, standardizing formats, and ensuring data integrity. This step was crucial for accurate analysis and reliable results.

2. Genre Popularity Analysis: The analysis revealed that certain genres, such as action, comedy, and drama, consistently perform well in terms of box office revenue and audience ratings. These genres tend to attract a broader audience, contributing significantly to overall revenue.

3. Seasonal Release Patterns: The data showed a notable pattern of higher revenue and viewership for movies released during peak seasons, such as summer and holidays. This trend highlights the importance of strategic release timing.

* **RECOMMENDATIONS FOR RSVP MOVIES:**

1. Target High-Performing Genres: Focus production efforts on genres that have demonstrated consistent popularity and profitability, such as action and drama, to optimize box office performance.

2. Strategic Release Planning: Schedule movie releases during peak seasons to maximize audience turnout and revenue potential.

3. Invest in Star Talent: Consider engaging top-tier actors and directors to enhance a film's appeal and marketability, leveraging their fan base and industry recognition.