Executive Summary: RSVP Movies Case Study

The key insights from the dataset analysis related to RSVP Movies using SQL querying. Here's a concise summary:

1. **Indian Movie Projects**:
   o **Genre Selection**:
      ▪ Based on popularity, RSVP Pictures can consider focusing on the following genres:
         ▪ **Drama**: The most popular genre with 4285 movies.
         ▪ **Comedy** and **Thriller** follow closely.
   o **Average Duration**:
      ▪ Drama: 106.77 minutes
      ▪ Comedy: 102.62 minutes
      ▪ Thriller: 101.58 minutes
   o **Popular Actors**:
      ▪ **Mammootty** leads, followed by **Mohanlal**, both with median ratings exceeding 8. **Vijay Sethupathi** is the best supporting actor.
   o **Popular Actresses (Hindi Cinema)**:
      ▪ **Taapsee Pannu** has the highest average rating (7.74), followed by **Kriti Sanon** (7.05) and **Divya Dutta** (6.88).
   o **Directors**:
      ▪ Successful movies are directed by those with an average movie rating greater than 8.
      ▪ **James Mangold** directed the most successful movies (4), followed by **Joe Russo** and **Anthony Russo**.
   o **Potential Production Houses for Collaboration**:
      ▪ Consider collaborating with **Dream Warrior Pictures** and **National Theatre Live**.

2. **Global Multilingual Movies**:
   o If RSVP aims to produce multilingual movies across countries:
      ▪ **Genre Trends (2017-2019)**:
         ▪ Drama, Thriller and comedy dominates the global scale, with each 5 out of 15 top movies falling in this category.
      ▪ **Actresses for Drama Movies**:
         ▪ **Parvathy Thiruvothu** is the top choice, followed by **Susan Brown** and **Amanda Lawrence**.
      ▪ **Popular Production Houses for Collaboration**:
         ▪ **Star Cinema** (7 hit movies) and **Twentieth Century Fox** (4 hit movies) are strong contenders.
         ▪ If based on highest votes, consider **Marvel Studios**, followed by **Twentieth Century Fox** and **Warner Bros.**

These insights should guide RSVP Pictures in making informed decisions for their future movie projects.

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