EXECUTIVE SUMMARY

The following insights were gathered after analyzing the IMDB SQL dataset script of RSVP Case study:

1. Most number of movies is from 'Drama' genre with 4285 total movies in the last 3 years. Other two genres with higher number of movies are 'Comedy' and 'Thriller'. Hence, RSVP can think of making a movie on any of the above mentioned three genres.

2. Average duration of Drama/Thriller/Comedy genre movies is between 100-110 Hrs. This duration window looks better as it is neither too short nor too long.

3. Production houses 'Dream Warrior Pictures' and 'National Theatre Live' have produced most number of Hit movies. Hence these two production houses can be considered for partnership by RSVP for their next movie.

4. James Mangold and Joe Russo are the top two directors of top genre movies based on average ratings. They can be pitched in by RSVP to direct their next movie.

5. Mammootty and Mohanlal are the top two actors based in median ratings. It can be interpreted that they are the most popular actors among all. Hence either one of them or both can be casted by RSVP in the next movie.

6. Based on vote count, Vijay Sethupathi looks popular among the audience. Hence, he can be considered for a role in the movie.

7. Star Cinema and Twentieth Century Fox are the top two production houses for multilingual movies. As RSVP is planning to release a movie for global audience, the two above mentioned production houses can also be considered for partnership in the movie.

8. Based on the number of hit movies, Parvathy Thiruvothu tops the chart. Hence, she can be casted in the movie.