

SQL - RSVP Movies Case Study [DS C56]

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Executive Summary:

Insights derive from given data:

- Within the movies table, the highest number of missing values is found in the worldwide_gross_income field, followed closely by the production company field.
- The majority of movies tend to be released during the month of March.
- Movies that are associated with only one genre are quite numerous.
- The majority of movies tend to have a median rating centered around 7.
- When considering total votes, German movies outperform Italian movies.

The following suggestions are worth considering for launching a movie targeting a global audience in 2022:

- For RSVP movies, a strategic focus on the 'Drama' genre makes sense due to its abundance in movies and superior performance in terms of worldwide gross income compared to comedy and thriller genres.
- RSVP movies should consider Star Cinema, Twentieth Century Fox as these are the top 2 production houses with median rating at least 8 among multilingual movies and also this aligns with RSVP movies global release plans.
- RSVP movies may want to explore hiring James Mangold, Joe Russo, or Anthony Russo, who are the top three directors in the top three genres, with movies consistently receiving an average rating exceeding 8.
- Vijay Sethupathi along with Mammooty, Mohanlal can be considered as actor and co-actor for next project of RSVP movies.
- Parvathy Thiruvothu, Susan Brown, and Amanda Lawrence emerge as the top three actresses, with a significant number of Super Hit movies, each boasting an average rating surpassing 8. These actresses present promising options for RSVP's next project.