

SQL Case Study Insights and Recommendations for RSVP Movies

Top Recommendations:

1. Focus on **Drama genre** as most movies in this genre are received well by audience as indicated by votes and ratings. (4285 movies, 106.77 min avg duration). (Q.24,25)
2. Though Thriller and Comedy genre movies were rated highly in 2017 and 2018, recently the trend has shifted towards **Drama movies which now dominate highest grossing movies**. (Q.26)
3. Partner with **Dream Warrior Pictures or National Theatre Live production houses** as they are top-rated (Q.13).
4. Collaborate with **Marvel Studios, Twentieth Century Fox, or Warner Bros for global reach** (Q.21).
5. Produce **multilingual movies with Star Cinema or Twentieth Century Fox** (Q.27).
6. Hire **James Mangold as director** for Drama, Action, or Thriller movies (Q.19).
7. Cast Mammooty/Mohanlal for high median ratings (Q.20).
8. Consider **Amanda Lawrence as lead actress for Drama genre** movies (Q.28).
9. Cast **Vijay Sethupathi as Lead Actor for Indian** audience appeal (Q.22).
10. Choose **Taapsee Pannu or Kriti Sanon as Lead Actress for Hindi** movies (Q.23).
11. **Release movies in March** for peak production as by then school exams are finished and summer vacations have started (Q.3). Also, 'Drama' genre movies have received highest votes among all genres when released in March in past (Q.14).
12. As top-rated directors also maintain an **interval of 177 days between successive releases**, RSVP movies can consider releasing their next movie after 177 days from the release of their last movie (Q.29).