Executive Summary SQL RSVP Case Study

Problem statement:
RSVP Movies, a successful Indian film production company, aims to launch a global audience movie in 2022. How can RSVP Movies make informed decisions based on the available data?

Data Insights:

1. **Productivity and Release Trends:** RSVP had the highest output in 2017, with 3052 movies released, mostly in March. The USA and India dominated the release market, indicating a favorable opportunity for RSVP's global launch.
2. **Genre and Duration Recommendations:** "Drama" is the most-produced genre (4285 movies). For their next release, RSVP can consider a drama movie with an average duration of 106.77 minutes.
3. **Quality Metrics:** Ratings range from 1 to 10, with no outliers. Collaborate with production houses like Dream Warriors or National Theater Live who have high ratings.
4. **Director and Actor Choices:** James Mangold, Joe Russo directors who directed successful movies in different genres and Actors Mammootty and Mohanlal are suitable candidates both have average greater of 8 & more. For a drama movie, actress Parvathy is a possible option.
5. **Popular Studios and Votes:** Marvel Studios, Twentieth Century Fox (also produced biggest hits etc. RSVP can collaborate with these studios for next movie.
6. **Revenue and Genre Insights:** Thriller, comedy, and drama genres earn the highest revenue. "The Fate and the Furious" (Thriller) highest worldwide gross income ($1,236,005,118).

Summary: RSVP Movies should focus on drama genre movies, collaborate with reputable production houses, and choose directors and actors wisely to ensure a successful global release in 2022.