

Comprehensive Insights and Recommendations for Movie Production and Strategy

Database Overview

1. The database contains **six tables** with varying row counts.
2. **2017** had the highest number of movies produced, while **2019** had the lowest. Month-wise, **March** saw the most releases, while **December** had the least.

Movie Production and Genres

3. In 2019, a total of **1,059 movies** were produced by **India** and **USA** combined.
4. Movies span various genres:
 - o **Drama** is the most popular, with **4,285 movies** and an average runtime of **107 minutes**.
 - o **Others** and **Family** genres are the least represented, with **100** and **302 movies**, respectively.
5. **3,289 movies** are associated with only one genre.
6. **Action movies** have the highest average duration, while **Horror** has the lowest.

Ratings and Popularity

7. Only two movies, '**Kirket**' and '**Love in Kilnerry**', achieved a perfect average rating of **10**.
8. Most movies have a median rating of **7**, but **94 movies** have the lowest median rating of **1**.
9. **Dream Warrior Pictures** and **National Theatre Live** each produced three movies with a rating higher than **8**.
10. Between **April 1, 2018**, and **April 1, 2019**, **361 movies** received a median rating of **8**.
11. **German movies** tend to receive more votes than **Italian movies**.

Directors, Actors, and Production Houses

12. **Top directors** by genre (average rating > 8):
 - o **James Mangold**
 - o **Joe Russo**
 - o **Anthony Russo**
13. **Mammootty** and **Mohanlal** are the top two actors with a median movie rating > 8.
14. Based on total votes, the top three production houses are:
 - o **Marvel Studios**
 - o **Twentieth Century Fox**
 - o **Warner Bros.**
15. **Vijay Sethupathi** has the highest average rating among Indian movie actors.
16. The top five actresses in Hindi movies based on average ratings are:

- **Taapsee Pannu** (7.74, highest)
- **Kriti Sanon**
- **Divya Dutta**
- **Shraddha Kapoor**
- **Kriti Kharbanda**

Genre-Specific Insights

- 17. Comedy, Drama, and Thriller** are the top three genres.
- 18.** For multilingual movies, the top production houses producing the most hits (median rating ≥ 8) are:
 - **Star Cinema**
 - **Twentieth Century Fox**
- 19.** In the Drama genre, the top three actresses based on the number of superhit movies (average rating > 8) are:
 - **Sangeetha Bhat**
 - **Adriana Matoshi**
 - **Fatmire Sahiti**

RECOMMENDATIONS

- 1. Focus on top genres:**
 - RSVP should prioritize producing movies in **Comedy, Drama, and Thriller** genres.
- 2. Collaborate with top-rated actors:**
 - Consider working with actors like **Mammootty** and **Mohanlal**, who have a median rating > 8 .
- 3. Adopt successful production strategies:**
 - Learn from the practices of **Marvel Studios**, **Twentieth Century Fox**, and **Warner Bros.**, the top production houses by total votes.
- 4. Emulate highly-rated movies:**
 - Use movies like **‘Kirket’** and **‘Love in Kilnerry’**, which have perfect average ratings of 10, as benchmarks.
- 5. Leverage drama genre talent:**
 - For drama movies, collaborate with actresses like **Sangeetha Bhat**, **Adriana Matoshi**, and **Fatmire Sahiti**.
- 6. Plan multilingual productions wisely:**
 - For multilingual movies, **Star Cinema** and **Twentieth Century Fox** are reliable production houses to partner with.

