EXECUTIVE SUMMARY & RECOMMENDATIONS

The key insights that can be drawn from the SQL analysis are given below,

- ❖ The number of movies released in the month of December seems to be the least. Therefore competition for screens would be less in this month.
- ❖ The Drama genre seems to attract more positive votes with the movie 'The Brighton Miracle' having the best average rating. RSVP can dig deeper and understand the reason for popularity of this movie. This would be helpful in making their upcoming movie popular.
- ❖ The average duration of Drama genre movies is around 107 mins.
- ❖ James Mangold can be hired as the director for RSVP's next project as he has more successful movies in the top 3 genres.
- ❖ Based on the median rating, Mammootty or Mohanlal can be hired as the Actor for their next project.
- ❖ Marvel studios have the highest number of votes but they don't work on drama genre and so the next best production house 'Twentieth Century Fox' can be approached to produce the upcoming movie. They are also the 2nd best production house in multilingual movies which again proves their worth.
- ❖ Sangeetha Bhat (First), Fatmire Sahiti (Second), Adriana Matoshi (Third) have the highest average actress rating in the drama genre and so one of them can be considered for the next project.
- ❖ Based on the average rating, the best regional actor is Vijay Sethupathi. He can be hired as the additional actor for their next project.
- ❖ Similarly, Taapsee Pannu has the highest average rating. She can be hired as the additional actress for their next project.