

# **SQL - RSVP Movies Case Study**

## **Executive Summary and Recommendation**

Following a thorough examination of the IMDB dataset, RSVP Movies can use the following insights for their upcoming project:

Drama, Comedy, and Thriller emerged as the top-performing genres, each with a strong audience base. Directors like James Mangold, and actors such as Mammooty and Taapsee Pannu, have shown exceptional contributions in these genres. Additionally, Vijay Sethupathi is recommended as a supporting actor to enhance the project's appeal in Indian regions.

RSVP Movies should consider collaborating with global giants like Marvel Studios (Ranked 1st with 2,656,967 votes) and Twentieth Century Fox (Ranked 2nd with 2,411,163 votes) due to their substantial influence and higher vote counts. Additionally, Star Cinema and Twentieth Century Fox have produced the highest number of multilingual hits (median rating  $\geq 8$ ), making them ideal partners for expanding the movie's reach across diverse linguistic audiences.

The analysis revealed that March is the most prolific month for movie production, with an average of about 2,300 movies produced per year. Planning the release around this period could capitalize on industry momentum.