# SQL - RSVP Movies Case Study

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## 1 Executive Summary

This document will provide succinct business recommendations based on the insights obtained from the IMDB data set.

### 1.1 Segment 1

- Columns containing NULL values:
  - Country
  - Worldwide_gross_income
  - Languages
  - Production_company
- Highest number of movies produced was in 2017 at 3052 and March was most productive at 824
- Total movies produced between India and USA in 2019 was 1059
- Drama is the most popular genre with 4285 total movies produced and average duration of 106 mins

### 1.2 Segment 2

- Top 10 ranked movies have average rating >= 9
- No. of movies with median rating =7 is the highest
- **Dream Warrior Pictures** and **National theatre live** are ranked as the top production houses
- German movies are more popular than Italian

### 1.3 Segment 3

- **James Mangold** is the most successful director having 4 movies with > 8 rating
- **Mammootty** has acted in 8 total films with median rating >=8
- **Marvel Studios** most popular production company
- Most popular actor in India is **Vijay Sethupathi**
- Most Popular actress is **Tapsee Pannu**

### 1.4 Segment 4

- Top 3 genres are **Drama**, **Thriller** and **Comedy** and highest grossing movies belong to Drama and Thriller
- **Star Cinema** produces most multi-lingual movies
- Best actress for Drama genre is **Parvathy Thiruvothu**

### 1.5 Recommendations

- Produce Drama or Thriller
- Hire James Mangold as director
- Work with Dream Warrior Pictures
- Work with Star Cinema
- Hire Vihay Sethupathi as actor
- Hire Parvathy Thiruvothu as actress for Drama