**SQL - RSVP Movies Case Study**

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# Executive Summary

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

## 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

## 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

## 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**

## 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**

## 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