

EXECUTIVE SUMMARY & RECOMMENDATIONS

After analyzing the IMDb dataset from the last three years using SQL, several key insights were identified to support RSVP Movies' upcoming global project.

- ❖ **Drama** emerged as the most dominant genre, with **1,078 movies released in 2019**, indicating strong and consistent audience demand. Hence, RSVP Movies should focus on producing a Drama-centric film.
- ❖ The average duration of well-rated movies is approximately **107 minutes**, suggesting this runtime is optimal for audience engagement and should be considered for the next project.
- ❖ **Dream Warrior Pictures (Ranked 1st)** and **National Theatre Live (Ranked 2nd)** stand out as top-performing production houses based on ratings and votes, making them suitable choices for collaboration.
- ❖ **James Mangold** is recommended as the director due to his high average ratings across multiple movies.
- ❖ Based on median ratings, **Mammootty** and **Mohanlal** are ideal actor choices, while **Taapsee Pannu** emerges as the strongest actress based on average ratings and total votes.
- ❖ For regional appeal, **Vijay Sethupathi** is recommended as a supporting actor.
- ❖ For global reach, partnering with **Marvel Studios, Twentieth Century Fox, or Warner Bros.** is advised due to their consistently high audience engagement.

Overall, a quality-focused Drama film with proven talent offers the strongest global success potential.