

# Executive Insights on IMDB SQL Analysis for RSVP Movies

## Genre Recommendation

The 'Drama' genre has emerged as the most produced and consistently high-performing genre, especially in 2019 with over 1000 movies. RSVP Movies should consider focusing on Drama for its widespread appeal and reliable audience engagement.

## Ideal Movie Length

The average movie duration across high-performing entries is around 107 minutes. This aligns with optimal viewer retention strategies.

## Top Production Houses

For high average ratings, Dream Warrior Pictures and National Theatre Live are top contenders. Marvel Studios leads in audience engagement with the highest total votes, followed by Twentieth Century Fox and Warner Bros. For multilingual hits, Star Cinema and Twentieth Century Fox dominate.

## Director Recommendations

James Mangold stands out with consistent high ratings across projects. Other strong choices include Michael Powell and Emeric Pressburger.

## Casting Insights

For lead roles, Mammooty and Mohanlal have the highest median ratings. Tapsee Pannu tops the actress leaderboard with an average rating of 7.74. Supporting role strength lies with Vijay Sethupathi, noted for his vote counts and cultural resonance.

## Actresses in Drama

Sangeetha Bhat, Fatmire Sahiti, and Adriana Matoshi top the charts in Drama with outstanding median ratings near 9.4, reflecting strong audience approval.