

Assignment – RSVP Movies

Executive Summary

RSVP Movies is an Indian film production company which is one of the best movie production company in India with many hit movies in India but now they also want to focus on Global audience by 2022. So, they want some data-based results on genres, actor, actress, etc. for their next project focusing Global audience with Indian.

During this assignment, I used various SQL statements and functions to generate some insights that could be help full for RSVP Movies.

- **Genres:** While performing analytics in the given data I came around with some of the genres like Drama, Action, Comedy, Romance and Thriller that could help RSVP Movies to produce profitable movies while keeping both audiences at the focus.
- **Production Months:** According to the observations RSVP Movies must release its movies between the month of May to July as the production of movies for last three year in low and these months mostly have Vacations in most of the Countries.
- **Director Selection:** Focusing Global and Indian audience a Director from abroad and India with better reputation can help to earn high return for movie from both audiences so from these three Joe Russo, Anthony Russo and James Mangold any one can be chosen while from Indian A. L. Vijay can be chosen.
- **Actor:** On the basis of factors like no. of hit movies, avg_rating, fan following, personality and skills 'Vijay Sethupathi' should be the lead actor.
- **Actress:** Taapsee Pannu, Kirit Sanon, Divya Dutta, Shraddha Kapoor, Kriti Kharbanda, Parvathy Thiruvothu, Susan Brown and Amanda Lawrence amongst these top Indian and Foreign Actresses any one could be taken as lead actress and co actress.
- **Co-Actor:** Mammootty or Mohanlal can be the best choice from observations.
- RSVP Movies can also work in collaboration with Marvel Studios, Twentieth Century Fox, Warner Bros. and Star Cinema.