

SQL GROUP ASSIGNMENT

RSVP Movies Case Study

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Insights from the Case Study

1. Decline in Movie Production: Over the years, there has been a noticeable decline in the number of movies produced. Historically, the month of March has seen the highest number of movie releases.
2. Dominance of Drama Genre: Drama is the most prevalent genre, with a total of 4,285 movies and an average duration of 106.77 minutes. Notably, 2019 alone saw the production of 1,078 drama films.
3. Focus on Future Projects: For its upcoming films, RSVP Movies should prioritize the Drama genre, given its popularity. Additionally, exploring Action and Thriller genres could be beneficial, as they rank among the top three genres.
4. Leading Production Companies: Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies among all production companies, making them stand out players in the industry.
5. Top Global Partners: Based on the number of votes received by their movies, Marvel Studios, Twentieth Century Fox, and Warner Bros. are the leading production houses. These companies should be considered as potential global partners.
6. Multilingual Movie Leaders: For multilingual films aimed at a global audience, Star Cinema and Twentieth Century Fox have produced the highest number of hits. These production houses are strong contenders for future projects.

7. Top Director for Popular Genres: James Mangold is the leading director in the Drama, Action, and Thriller genres, known for his high number of superhit movies. He is an excellent choice to direct the next project.
8. Actors Based on Median Ratings: Mammooty and Mohanlal, based on their impressive median ratings, are ideal choices for leading roles in the upcoming project.
9. Superhit Performers: For the Drama genre, Parvathy Thiruvothu and Andrew Garfield are top performers based on the number of superhit movies. They are strong candidates for leading roles in this genre.
10. Attracting Indian Audiences: Vijay Sethupathi, with his high total votes and an impressive average rating of 8.42 for movies released in India, is a valuable addition to the cast to captivate the Indian audience for the next project.
11. Casting for Hindi Movies: Given the strong reception of Hindi movies in India, reflected by an average rating of 7.74 and substantial vote counts, Taapsee Pannu emerges as an excellent choice for the lead actress in our upcoming project aimed at the Indian market.

THANK YOU