

# Executive Summary: IMDB SQL Data Analysis

## Objective :-

This summary analysis of trends from **IMDB Database**. It supports strategic decision-making for RSVP Movies' next cinematic venture.

## Key Findings :-

### 1. Movie Trends

- Year **2017** has the highest number of movie releases i.e **3052 movies**.
- **March** has highest movie production over year. i.e **824 movies**
- USA and India together contributed over **1,000 movies** in 2019.

### 2. Genres

- **Drama** is the most produced genre, followed by Thriller and Comedy.
- **Drama** genre has highest **average** i.e **106.7 minutes**.

### 3. Ratings Insights

- **Love in Kilnerry & Kirket** are top-rated movies with **10.0 avg rating**.
- Most movies have a **median rating of 7**, indicating balanced viewer sentiment.
- Genres like **Thriller rank top 3** based on movie count and quality.

### 4. Production Houses

- **Dream Warrior Pictures** and **National Theatre Live** lead in hit movies (avg rating > 8).
- **Marvel Studios** has highest total votes globally.
- **Star Cinema** has highest multilingual hits with a total of 7 multi-lingual movies.

### 5. Actors & Directors

- Actor **Vijay Sethupathi** and actress **Taapsee Pannu** are top regional actors.
- **James Mangold** stands out among directors with multiple high-rated titles.
- **Mohanlal & Mammothy** have worked in high-rated films (median rating ≥ 8).

## Strategic advice for RSVP Movies :-

- Focus on **Drama** and **Thriller** genres.
- Collaborate with **top-rated directors and production houses** with proven success in these genres.
- Consider **actors with regional and international appeal** to balance local & global audience.
- Schedule releasing of movies in **March**, a high-yield month.