

SQL - RSVP Movies Case Study

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Executive Summary:

- ★ Genre Focus:
 - The 'Drama' genre stands out as the most popular and prolific, with 1078 films produced in 2019. Therefore, RSVP Movies should strategically concentrate on the 'Drama' genre for their upcoming projects.
- ★ Project Duration:
 - The optimal project duration based on the dataset is approximately 105-115 minutes, aligning with viewer preferences.
- ★ Rating Strategy:
 - To maximize the chances of a massive hit, RSVP should aim for a median rating of 8 or higher, as this rating range has proven to be most successful.
- ★ Ideal Production Partners:
 - Dream Warriors Pictures emerge as strong candidates for production partnerships, having created the highest-rated movie.
 - Additionally, considering Star Cinema and Twentieth Century Fox for their experience in producing successful multilingual films.
- ★ Top Directors Collaboration:
 - James Mangold stands out as the top director, with Anthony Russo, Joe Russo, and Soubin Shahir tied for the second position.
 - Collaborating with these directors could bring success to RSVP's future initiatives.
- ★ Lead Actor Selection:
 - Mammooty, securing the top rank, or Mohanlal, ranking second, are ideal choices for lead actors based on median ratings and overall popularity.
- ★ Lead Actress Selection:
 - 'Shraddha Srinath and Taapsee Pannu emerged as the preferred choice for lead actress, boasting the highest average rating (8 and 7.74) and the most votes.
- ★ Additional Actor Consideration:
 - Considering Vijay Sethupathi as an additional actor due to high overall votes and regional popularity.

- ★ Global Partnerships:
 - For global partnerships, RSVP can align with Marvel Studios (first), Twentieth Century Fox (second), and Warner Bros. (third) based on their movies' impressive vote count.
- ★ Strategic Release Planning: Given the high number of movies released in March, RSVP should carefully plan movie releases to avoid strong competition during that month. Considering Andrew Jones as the top-ranked director for multilingual projects. Partnering with Star Cinema and Twentieth Century Fox for multilingual movies, as they emerge as the top two production houses in this category.