

Project Type: Data Analysis

DBMS: MySQL

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PROJECT INSIGHTS AND RECOMMENDATIONS:

- Maximum number of movies were produced in 2017. However, years 2018 and 2019 observed a decline in film production. The month of March records the highest movie production followed by September and January consequently.
- It is observed that maximum number of movies (4285 movies) belong to "Drama" genre. Thus, Drama movies are more trending than other genres amongst audience. So, RSVP Movies should focus on the 'Drama' genre.
- The top three genres are Drama, followed by Comedy and Thriller respectively.
- The majority of the movies have a rating of 7.
- Dream Warrior Pictures and National Theatre Live are the top two production houses which RSVP should collaborate for future movie productions.
- James Mangold, Soubin Shahir and Joe Russo are the top three successful directors. They should be the top choice of RSVP for their upcoming movie projects.
- Mammooty and Mohanlal are the top two actors who have delivered highest rated movies. They should be casted for upcoming projects due to their popularity.
- Marvel Studios, Twentieth Century Fox and Warner Bros are the top three popular production houses. RSVP should partner with them for delivering more hits.
- It is observed that 'Vijay Sethupathi' is highest rated Indian star with 8.42 rating. He should be casted in more Indian movie projects to attract audience.
- Taapsee Pannu, Kriti Sanon, and Divya Dutta, who have each appeared in three or more movies, stand out as the top three Indian actresses. As a result, casting them in upcoming movies could significantly enhance the chances of delivering more superhits.
- Star Cinema and Twentieth Century Fox are the top two production houses which produced their movies in multiple languages thus delivering more hits. Hence RSVP should collaborate with them to target viewers having diverse languages thus ensuring more business.
- Andrew Jones and A.L. Vijay are the top two directors with maximum number of movies.