

EXECUTIVE SUMMARY AND RECOMMENDATIONS BASED ON THE CONCLUSIONS DRAWN:

Below are the insights drawn based on querying the RSVP- IMDB DATASET on MySQL:

1. There is a downward trend in the number of movies released every year as we progress through the calendar year.
2. "Drama" comes out to be the most popular genre which consists a total of 4285 movies with an average duration of 106.77 minutes. A total of 1078 movies were produced in "Drama" genre.
3. RSVP movies can consider "Drama" genre for their future films however, "Action" and "Thriller" genres can also be explored since, they all belong to the top 3 genres based on the count of movies produced.
4. "Dream Warrior Pictures" and "National Theatre Live" are the two top production companies who have produced highest number of hits (with an average rating of 8+).
5. The data depicts the fact that "Marvel Studios rules the movie world". "Marvel Studios" followed by Twentieth Century Fox and Warner Bros. are the top three production houses based on the number of votes received by the movies they have produced. RSVP can well consider them as the Global Partners.
6. Production Company "Star Cinema" followed by "Twentieth Century Fox" have produced the highest number of multilingual hit movies. Since RSVP is projecting its reach to the global audience, they should definitely consider them for their next project.
7. James Mangold, followed by Anthony Russo and Soubin Shahr are the top 3 directors with the highest number of movies having average rating more than 8. James Mangold can be hired as the director for RSVP's next project since, he has the highest number of movies in that range.
8. Top 2 actors are Mammooty followed by Mohanlal having a total of 8 and 5 number of movies, respectively which are rated 8 or higher by 50% of the population. RSVP should certainly consider these 2 actors for their upcoming projects.
9. Parvathy Thiruvothu, followed by Susan Brown and Amanda Lawrence are the top 3 actresses who have worked in the highest number of super hit movies (with an average rating 8+) belonging to "Drama" genre. RSVP should definitely approach either of the three actresses for their next projects.
10. Andrew Garfield, followed by Vijay Raaz and Shane Nigam are the top 3 actors who have worked in the highest number of super hit movies (with an average rating 8+) belonging to "Drama" genre. RSVP should definitely approach either of the three actors for their next projects.
11. Based on total votes and an average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast to attract the Indian audience since India is among the top 2 Countries with the highest number of movie being produced every year.
12. Based on total votes and an average rating of 7.74 for movies released in India, Taapsee Pannu can be added to the cast amongst the Indian actresses.