

SQL-RSVP MOVIES CASE STUDY

EXECUTIVE SUMMARY & RECOMMENDATIONS:

RSVP Movies is an Indian film production company which has produced many super-hit movies for the Indian audience. But for their next project, they are planning to release a movie for the global audience in 2022. So, after analyzing the dataset, here are some useful insights that RSVP can work on to have a successful global launch.

we can make the following Observations:

- RSVP Movies should focus on 'Drama' genre for their next project, as this genre has highest number of movies produced overall, In the 'Drama' genre, a total of 1059 films were released in 2019.
- The future project could have an average duration of 107 mins.
- Based on the data, we can predict that Dream Warrior Pictures, ranked first, or National Theatre Live ranked second. RSVP movies should collab with Dream Warrior Pictures or National Theatre Live to be their next project's production company.
- James Mangold could be hired as the director for the next project because of his higher average rating.
- Based on the median rating, Mammooty ranked first or Mohanlal ranked second can be hired as the Actor for the next project based on their median rating.
- Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for the next project.
- As RSVP movies is based out of Mumbai, so to give a regional feel, Vijay Sethupathi can be hired as the additional actor for their next project. Based on Total number of votes also same can be predicted.
- As a global partner, Marvel Studios ranked first, or Twentieth Century Fox ranked second or Warner Bros can be chosen because the number of votes received for these are higher than for other production houses.
- Star Cinema and Twentieth Century Fox are the top 2 production houses that have produced the highest number of hits among multilingual movies. So, RSVP should partner with them if they are planning for a multilingual movie release.

By:

Rutuja Bhore

Gangula Sanjana Reddy

Kesavamatham Sai Venkata Suri