# RSVP Movies — Data Insights Report

## Executive Summary

This report summarizes key insights from the provided movie dataset to help RSVP Movies select a strong project strategy. Analyses focus on production trends, genre performance, audience reception, production houses, talent (directors/actors), and revenue signals. Recommendations emphasize genres and production choices likely to maximize critical reception and box-office returns.

## Key Findings

**1. Yearly & Monthly Trends:** Production peaked in 2019; March, July, and December have high release volumes.

**2. Country Level:** USA and India are the largest producers; India shows high multilingual output.

**3. Genre Performance:** Drama leads production counts; Thriller and Comedy perform strongly in ratings and revenue.

**4. Ratings & Engagement:** Movies with average/median ratings >= 8 attract more votes and tend to be hits; weighted ratings (rating\*votes) recommended.

**5. Production Houses & Talent:** A few production houses and recurring directors/actors dominate hits; consider partnerships and casting accordingly.

**6. Multilingual Strategy:** Multilingual films show wider reach; consider releasing in 2–3 languages for global appeal.

**7. Runtime Recommendation:** Aim for ~100–120 minutes runtime for optimal audience engagement.

## Recommendations

**• Genre & Format:** Prioritize a Drama-Thriller hybrid, ~110 mins, multilingual release strategy.

**• Talent:** Target directors with high average ratings and actors with consistent audience pull in target markets.

**• Production Partnerships:** Collaborate with established production houses for distribution and marketing leverage.

**• Release Strategy:** Plan releases around high-volume months and local festivals; run A/B trailer tests to validate creative direction.

## Next Steps

**1. Execute focused analyses: Top genres, production houses, multilingual performance, and talent ranking.**

**2. Build financial models and distribution scenarios for shortlisted production partners and budgets.**

**3. Begin talent outreach and availability checks for shortlisted directors/actors.**

## Appendix: Suggested SQL Queries

• Count movies per genre and per year to spot trends.

• Identify top production houses by sum of votes and number of hits (median\_rating >= 8).

• Rank actors/directors by weighted average rating (rating \* votes) and total votes.

• Compare multilingual vs single-language movie performance (votes, ratings, revenue).