

Summary on RSVP Movies Plan

Based on the analysis of the movie data from the past three years, several insights and recommendation have been derived to assist RSVP Movies in planning their global release for 2022. The data analyzed using SQL to uncover trends, popular genres, production houses, and other key metrics.

Key Insights

1. Trends in Movies Releases:

- The highest number of movies were produced in March.
- USA and India produced over a thousand movies in 2019, indicating a strong film production industry in these countries.

2. Popular Genres:

- The 'Drama' genre had the highest number of movies produced overall.

3. Movie Duration:

- The average duration of movies in the 'Drama' genre was approximately 106.77 minutes.

4. Production Houses:

- Dream warrior pictures and National Theatre live were noted for producing a significant number of hits average rating > 8.

5. Actors and Directors:

- James Mangold was identified as a top director whose movies have high average ratings.
- Vijay Sethupathi was ranked as the top actor for Indian movies based on average ratings.

Recommendations for RSVP Movies

1. Focus on popular Genres:

- Produce a 'Drama' or 'Thriller' to attract a wider audience.

2. Optimal Release Time:

- March has been identified as a peak month for movie releases. Planning the global release around this time could maximize viewership.

3. Collaborate with Renowned Production Houses:

- Partner with Dream Warrior Picture or National Theatre Live to enhance the projects credibility and success.

4. Engage Top Talent:

- Hiring acclaimed directors like James Mangold and popular actors such as Vijay Sethupathi can attract both domestic and International audiences.

5. Leverage Geographical Insights:

- Promote the movie in Germany for higher engagement and include Indian actor and elements to attract the Indian audience.

6. Ensure High Ratings:

- Focusing on quality to achieve high ratings (above 8) will make the movie stand out and attract a larger audience.

By implementing these data-driven recommendations, RSVP Movies can strategically plan their global movie release in 2022, ensuring it appeals to a broad audience and achieves significant success.