

Executive Summary and Recommendations

SQL RSVP Movies Case Study

1. **Genre**: Drama (4285) being most popular genre followed by Comedy, Action and Thriller. RSVP can focus on these genres for their next project.
2. **Release time**: Releasing next movie in March will help as most movies were produced in March.
3. **Production House and Global Partners**: Dream warrior Pictures and National Theatre Live had produced highest rated films. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies including majorly Indian audience. RSVP can partner with these production houses for better global expansion.
4. **Director**: RSVP can have its future project with James Mangold, Anthony Russo, Joe Russo and Soubin Shahir.
5. **Casting**: Mammooty and Mohanlal are the top actors with highest number of ratings. Vijay Sethupati will be a good option for Indian audience. Taapsee Pannu can be chosen as actress as she is on the top of the list with average rating 7.74 and maximum votes. RSVP can focus on these actors and actress.
6. **Median Rating**: Most of the movies were rated between 6-8 on a median rating scale. Aiming for 8+ on a median rating will increase chances of a superhit movie.