

UpGrad

SQL Case Study

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RSVP Movies Executive Summary

Top Insights & Recommendations:

1. No. of movies have **gone down over the years**. The highest number of movies has been **produced in March**.

	year	number_of_movies_each_year
►	2017	3052
	2018	2944
	2019	2001

	month_num	number_of_movies
►	1	804
	2	640
	3	824
	4	680
	5	625
	6	580
	7	493
	8	678
	9	809
	10	801
	11	625
	12	438

2. Most movies are in '**Drama**' genre. **Action and Thriller** also make up the topmost ranks. So any one of these genres could be selected. Also, **Action movies have the highest average runtime**, so it could be a solid option..

	genre	number_of_movies_in_genre
►	Drama	4285

	genre	avg_duration
►	Action	112.88
	Romance	109.53
	Crime	107.05
	Drama	106.77
	Fantasy	105.14
	Comedy	102.62
	Adventure	101.87
	Mystery	101.80

3. Let's talk directors now. We found that **Joe Russo, James Mangold, and Marianne Elliott are the top-rated directors** whose movies have an average rating of over 8. The best bit? Both Mangold and Elliott are stellar **Drama directors**.

	director_name	genre	movie_count
►	Joe Russo	Action	2
	James Mangold	Drama	2
	Marianne Elliott	Drama	2

4. Now, time for actors. **Mammootty and Mohanlal** are top draw, with a median of 8 and above. **Vijay Sethupati** can also be signed to **woo the Indian audience**.

	actor_name	movie_count
►	Mammootty	8
	Mohanlal	5

	actor_name	total_votes	movie_count	actor_avg_rating	actor_rank
►	Vijay Sethupathi	23114	5	8.41673	1
	Fahadh Faasil	13557	5	7.98604	2
	Yogi Babu	8500	11	7.83018	3
	Joju George	3926	5	7.57967	4
	Ammy Virk	2504	6	7.55383	5
	Dileesh Pothan	6235	5	7.52133	6
	Kunchacko Boban	5628	6	7.48351	7
	Pankaj Tripathi	40728	5	7.43706	8
	Rajkummar Rao	42560	6	7.36701	9
	Dulquer Salmaan	17666	5	7.30087	10

5. Coming to actresses, **Parvathy Thiruvothu, Susan Brown, and Amanda Lawrence** are the top draw for actresses. **Taapsee Pannu** could be signed to woo the Indian audience.

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
▶	Parvathy Thiruvothu	4974	2	8.25	1
	Susan Brown	656	2	8.94	1
	Amanda Lawrence	656	2	8.94	1

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
▶	Taapsee Pannu	18061	3	7.73692	1
	Kriti Sanon	21967	3	7.04911	2
	Divya Dutta	8579	3	6.88440	3
	Shraddha Kapoor	26779	3	6.63024	4
	Kriti Kharbanda	2549	3	4.80314	5

6. **Marvel Studios, 20th Century Fox, and Warner Bros.** are the topmost global studios and a partnership will help RSVP distribute its film globally with success.

	production_company	vote_count	prod_comp_rank
▶	Marvel Studios	2656967	1
	Twentieth Century Fox	2411163	2
	Warner Bros.	2396057	3

7. Lastly, 20th Century Fox is also among the top 2 studios with success in multilingual films. So, **20th Century Fox seems like the obvious choice.**

	production_company	movie_count	prod_comp_rank
▶	Star Cinema	7	1
	Twentieth Century Fox	4	2