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Executive Summary
of
SQL
RSVP Movie Data Case Study

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Problem Introduction

Indian Film(media and Entertainment) industry has recorded 172 Billion INR in fiscal year 2022 and projected to grow at a rate of 9% year on year. With China and Indonesia, India has one of the fastest growing media and entertainment industries in the world.

Therefore an indian film production company RSVP, which has given so many super-hit movies to indian cinema has decided to create a project (Film) for global audiences and register its presence and try its luck and work in the global media and entertainment market.

The above said production companies do not want to take any chances, and are planning to move analytically based on stats. They have ample amounts of data from their past 3 years projects and want us to get some insights out of it. They approached us to seek our help in this regard. We have to analyse the dataset and draw some meaningful insights and provide some recommendations to help them in their new project.

For the purpose of convenience , the whole process is divided into four segments, where each segment leads to significant insights from different combinations of tables. The questions in each segment with business objectives are written in the SQL script file provided with this executive summary.

Key Insights and Recommendations

1. **Movie Release Trend:** it is observed that in year 2019 out of 2001 movies 1059 movies were released in 'India' or 'USA' and 'March' month have recorded highest. Therefore RSVP is advised to release its new movie in March month.
2. **Genre Analysis:** As per Observation, there are total 13 genres in total ,and among which top 3 are Drama (4285 movies, avg_duration 107) , Comedy (2412, avg_duration 103) , Thriller (1484, avg_duration 102). Hence it is suggested to focus on Drama genre and have movie duration between 103-107 min.
3. **Ratings:** A large no. of movies got rating of 7 on scale of 1-10, therefore company aim for 7+ median rating can increase chances of super-hit.
4. **Movie Name:** There are 15 Movies that starts with 'The' and having avg_rating above 8 , And 105 Movies with median_rating above 8, therefore RSVP can name movie such that it starts with substring 'The'.
5. **Production House:** 'Dream Warrior Pictures' & 'National Theatre' are top two production houses in terms of highest no. of hit movies, and 'Marvel Studios', 'Twentieth Century Fox', & 'Warner Bros' can be considered as global partners on the basis of maximum vote counts, and 'STAR CINEMA' can be considered for multilingual movies as it topped in this segment.

6. **Actor Selection:** Two top actors wit movie's median_rating>8 are 'Mammootty'(8) & 'Mohanlal'(5), ans since RSVP also wants to engage its indian audience , they have choice of 'Vijay SethuPati' with total_votes 23114, movie_count 5, rating 8.42.
7. **Actress Selection:** 'Tapsi Pannu' tops te list with avg_rating of 7.74.
8. **Director Selection:** 'James Mangold' can be hired as he toped the list of top directors in top three genres with movie's avg_rating>8.