

RSVP SQL EXECUTIVE SUMMARY and RECOMMENDATIONS

1. Major number of movies were released in the month of March, thus releasing in March might not be much profitable due to strong competition.
2. The company should focus more on releasing/making movies for '**Drama**' genre as it is the most popular genre and most produced genre in terms of number of movies produced.
3. Perhaps considering the 'Drama' as the key genre to focus upon, the average duration should be approximately 107 minutes.
4. RSVP Movies should partner with **Dream Warrior Pictures** or **National Theatre Live** production houses as they have produced the most number of hit movies with average rating greater than 8.
5. The most popular director is **James Mangold** when we look at top 3 genres and average rating greater than 8, thus RSVP should consider James Mangold as the director for the movie project.
6. **Mammootty** or **Mohanlal** could be hired as actors based on the median ratings and number of movies. As they were the top actors from the desired insights.
7. **Tapsee Pannu** could be hired as actress for the next movie project as she was the most popular actress based on the average rating (7.74) & Total Votes.
8. RSVP can opt to partner with **Marvel Studios** as their global partners based on highest votes received.
9. RSVP should consider hiring **Andrew Jones** as he is the top ranked director.
10. For Multilingual movies, RSVP can partner with **Star Cinema & Twentieth Century Fox** as they are top 2 production houses in terms of multilingual movies.