

# Executive summary

The vast world of movies can be tricky to navigate, but a recent analysis of the IMDb database offers some valuable clues for RSVP Movies. Let's break down the key findings and see how they can guide your next big project.

Firstly the given dataset has the following tables

Tables	Number of rows
director_mapping	3867
genre	14662
movie	8178
names	27686
ratings	8230
role_mapping	17301

The following are the insights generated on the dataset given

- **Movie Trends:**
  - March seems to be the magic month for movie releases! More movies hit the screens then than any other time, so consider aiming for that springtime buzz. However, the overall number of movies is dropping, so standing out from the crowd will be crucial.

month_num	number of movies
3	824
9	809
1	804
10	801
4	680
8	678
2	640
11	625
5	625
6	580

7	493
12	438

Year	No of movies
2019	2001
2018	2944
2017	3052

- both the USA and India produced 3267 movies, indicating a robust film industry in both countries.

- **Genre Focus:**

- Drama takes the crown as the most popular genre, with a whopping 4,285 films in just one dataset. It's a safe bet, but don't forget the power of single-genre flicks – over 3,200 movies stick to just one theme, proving that focused storytelling can resonate with audiences.

- **Movie Duration:**

- Most moviegoers seem to prefer films around 100 minutes long, except for horror fans who enjoy a slightly shorter scare at 90 minutes.
- If you're going for drama, remember that viewers expect a slightly longer journey, averaging around 107 minutes. And speaking of drama, guess what? It's also one of the top 3 genres in terms of sheer number of movies, so consider giving it a shot
- 'Thriller' genre ranks in the top 3 among all genres in terms of the number of movies produced.

- **Rating Analysis:**

- Movies with a "just right" rating of 7 seem to be the sweet spot, balancing critical acclaim with audience appeal. But if you're aiming for the top, "Kirket" and "Love in Kilnerry" hold the titles for highest average ratings, both scoring a perfect 10!

title	avg_rating	movie_rank
Kirket	10	1
Love in Kilnerry	10	1
Gini Helida Kathe	9.8	2
Runam	9.7	3
Fan	9.6	4
Android Kunjappan Version 5.25	9.6	4

Yeh Suhaagraat Impossible	9.5	5
Safe	9.5	5
The Brighton Miracle	9.5	5
Shibu	9.4	6

- **Production House Partnerships:**

- When it comes to production houses for the question of Who to Partner With?, Dream Warrior Pictures and National Theatre Live churned out the most movies with ratings above 8. Keep these powerhouses in mind when choosing your collaborators.

production_company	movie_count	prod_company_rank
Dream Warrior Pictures	3	1
National Theatre Live	3	1
Lietuvos Kinostudija	2	2
Swadharm Entertainment	2	2
Panorama Studios	2	2

- **Actor and Actress Selection:**

- The top two actors with movies having a median rating  $\geq 8$  are 'Mammootty' and 'Mohanlal.' 'Mammootty' stands out with eight movies meeting this criterion, demonstrating a consistent ability to deliver impactful performances. 'Mohanlal' closely follows with five such movies, solidifying his position as a highly-rated actor with a significant impact on the audience.

actor_name	movie_count
Mammootty	8
Mohanlal	5
Johnny Yong Bosch	4

- Having said the above, the actor who is at the top of the list based on average ratings for movies released in India is 'Vijay Sethupathi.' His performances have consistently garnered high praise, reflecting in the average ratings of his movies. Vijay Sethupathi's commitment to delivering quality content positions him as a top-rated actor for projects targeted at the Indian audience.

actor_name	total_votes	movie_count	actor_avg_rating	actor_rank
Vijay Sethupathi	23114	5	8.42	1
Fahadh Faasil	13557	5	7.99	2
Yogi Babu	8500	11	7.83	3
Joju George	3926	5	7.58	4
Ammy Virk	2504	6	7.55	5
Dileesh Pothan	6235	5	7.52	6

- Also Taapsee Pannu stands out as leading actresses in Hindi movies, considering their average ratings and votes

actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
Taapsee Pannu	18061	3	7.74	1

- In the drama genre with movies having an average rating exceeding 8, the top three actresses based on the number of super hit movies are Susan Brown, Amanda Lawrence, and Denise Gough. These actresses share similar attributes, having both equal movie counts and identical average ratings, showcasing their consistent excellence in delivering high-quality performances. Despite the shared characteristics, the ranking system assigns them the same rank (6), highlighting their collective impact on the success of drama genre movies with exceptional average ratings.

actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
Susan Brown	656	2	8.95	6
Amanda Lawrence	656	2	8.95	6
Denise Gough	656	2	8.95	6

## Director and Crew Selection:

- The top three directors in the genres with an average rating > 8 are James Mangold, Anthony Russo, and Soubin Shahir. James Mangold leads with four movies in this category, showcasing consistent excellence in his directorial endeavors. Anthony Russo and Soubin Shahir follow closely, both having directed three highly-rated movies, highlighting their significant impact on their respective genres. These

directors' ability to consistently produce top-rated films makes them valuable choices for RSVP Movies in creating high-quality, well-received content.

director_name	movie_count
James Mangold	4
Anthony Russo	3
Soubin Shahir	3

- Other interesting insights

- In the quest to identify the five highest-grossing movies of each year within the top three genres, we observe a dynamic landscape of blockbuster films across genres and years. In 2017, the Thriller genre dominated with "The Fate of the Furious," while Comedies like "Despicable Me 3" and "Jumanji: Welcome to the Jungle" secured prominent positions.
- The subsequent year, 2018, witnessed a Thriller reign led by "The Villain," alongside notable performances in Drama with "Bohemian Rhapsody" and Comedy with "Deadpool 2."
- The year 2019 witnessed an unprecedented success for Dramas, as exemplified by "Avengers: Endgame" and "The Lion King," while Comedy found representation through "Toy Story 4." This analysis underscores the importance of genre diversity and the potential for cross-genre appeal in creating a well-rounded and successful film portfolio.

genre	year	movie_name	worldwide_gross_income	movie_rank
Thriller	2017	The Fate of the Furious	1236005118	1
Thriller	2018	The Villain	1300000000	1
Drama	2019	Avengers: Endgame	\$2,797,800,564	1
Comedy	2017	Despicable Me 3	\$1,034,799,409	2
Drama	2018	Bohemian Rhapsody	\$903,655,259	2
Drama	2019	The Lion King	\$1,655,156,910	2
Comedy	2017	Jumanji: Welcome to the Jungle	962102237	3
Thriller	2018	Venom	\$856,085,151	3
Comedy	2019	Toy Story 4	\$1,073,168,585	3
Drama	2017	Zhan lang II	\$870,325,439	4
Thriller	2017	Zhan lang II	\$870,325,439	4
Thriller	2018	Mission: Impossible - Fallout	\$791,115,104	4
Drama	2019	Joker	\$995,064,593	4

