

## ***EXECUTIVE SUMMARY & RECOMMENDATIONS***

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After analyzing the IMDB dataset I came to following conclusion:

1. RSVP Movies is an Indian film production company which produced total of 7997 movies (3052,2944,2001 in year 2017,2018 & 2019 respectively)
2. In year 2019 out of 2001 movies, 1078 movies belong to 'Drama' genre. Therefore, RSVP Movies should focus on 'Drama' genre for their next project.
3. RSVP Movies is based out of Mumbai, to attract local audience they can hire Top stars Vijay Sethupathi & Taapsee Pannu selected Based on the total votes received and average rating.
4. Sangeetha Bhat, Fatmire Sahiti, Adriana Matoshi, these are the top 3 actresses based on number of Super Hit movies (average rating >8) in drama genre can be hired too for next project of RSVP.
5. Mammooty, Mohanlal, (median rating  $\geq 8$ ) are the top two actors can be hired by RSVP's next project.
6. Approximately, the future project could have an average duration of 107 min's that is the duration of 'Drama' genre.
7. Due to higher average rating, James Mangold or Josh Oreck can be hired as the director for RSVP's next project.
8. The production house with which RSVP Movies can be partner for its next project are Dream Warrior Pictures(Rank-1) or National Theatre Live(Rank-1) or both.
9. Marvel Studios, Twentieth Century Fox, Warner Bros are the top 3 production houses and RSVP Movies can approach them as partner with other global production houses.