

## **EXECUTIVE SUMMARY AND RECOMMENDATIONS:**

Post analysis of the IMDB dataset following insights are concluded:

- There is decline in number of movies from 2017 to 2019, most number of movies are produced in the month March about 824 movies.
- Among Genres 'Drama' is the most popular one with 4285 movies and it has average duration of 106.77 minutes. RSVP movies can focus on Drama genre for its future films. Action and Thriller genres can also be considered as they also show some considerable results.
- From total of 7997 distinct movies 3289 movies have just one genre associated with them.
- Maximum number of movies are having median rating as 7.
- Dream Warrior Pictures and National Theatre Live had produced highest rated films. Twentieth century fox and Star Cinemas are also competitive contenders as they have high number of multilingual movies considering the movie will be primarily for Indian Audience.
- James Mangold is observed to be the best director. Soubin Shahir, Hoe Russo and Anthony Russo all shares 2nd place. Any of them considered by RSVP for the future projects.
- Mammooty and Mohanlal are the best actors according to our analysis based on their count of movies directed by them.
- Tapsi Pannu can be selected as the actress as she is on the top of the list with average rating 7.74 and having maximum number of votes.
- In India, Vijay Sethupati is the best actor according to his popularity. As RSVP is making movies for Indian origin Vijay can be considered as the actor to gain profits and popularity.
- Marvel Studios, twentieth century Fox and Warner Bros. can be considered as global partners as they have good experience in producing movies worldwide and number of votes received are highest on their movies.
- Keeping Twentieth century Fox as the production company will help RSVP a lot as they have good vote count and also produces maximum number of hit multilingual movies worldwide. The brand value is great.