

EXECUTIVE SUMMARY

After analyzing the IMDB dataset we can draw some important insights derived from the data and some recommendations.

- In the last three years the “Drama” genre, has had 4285 movies. Therefore, RSVP Movies should focus on ‘Drama’ genre for their next project
- After drawing the insights, we have found that movies of the genre 'Drama' (produced highest in number in 2019) have an average duration of 106.77 mins. Therefore, the future project could have an average duration of 107 mins.
- Based on the median rating, Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- On analyzing the dataset it's concluded that James Mangold has a high average rating so he can be hired as the director for their next project.
- Due to the higher number of hits in multilingual movies, the 'Star Cinema' production house has 1st rank. Therefore, RSVP Movies should opt for the 'Star Cinema' production house for their next multilingual movies project.
- Based on the analysis, it is concluded that Taapsee Pannu has 1st rank with a 7.74 average rating or 18061 total votes among all Hindi movie actresses. Therefore, RSVP Movies can sign her for their next Hindi movie project.
- Based on the analysis, it is concluded that Vijay Sethupathi has 1st rank with an 8.42 average rating or 23114 total votes among Hindi movies actress. Therefore, RSVP Movies can sign him for their next Hindi movie project.