

# **Executive Summary**

After analysing the IMDb dataset, several key insights emerge from RSVP movies:-

1. A declining trend in movie production is observed over the years, with March showing the highest production volumes.
2. Drama emerges as the most popular genre, followed by Action and Thriller. Focusing on Drama for future projects aligns with audience preferences.
3. Dream Warrior Pictures and National Theatre Live stand out for producing the highest number of movies. Consideration of Marvel Studios, Twentieth Century Fox, and Warner Bros for global partnerships is recommended.
4. Star Cinema and Twentieth Century Fox excel in producing hits among multilingual movies, making them ideal partners for projects targeting a global audience.
5. James Mangold, with a track record of superhit movies across major genres, is suggested as a director for the next project.
6. Mammooty and/or Mohanlal based on median rating, Parvathy Thiruvothu and Andrew Garfield for Drama genre, Vijay Sethupathi to attract Indian viewers, and Taapsee Pannu for Hindi movie projects based on audience rating and votes.
7. To optimize project success, RSVP Movies should strategically focus on Drama, Action and Thriller genre.