

# EXECUTIVE SUMMARY

Observations after analysis of IMDB data from RSVP movies are:

1. In 2017 maximum number of movies about 3052 were produced in comparison with year 2018, 2019 and In March month maximum movies were produced
2. There are total 13 different type of movie genre are there
3. In the DRAMA genre, the maximum number of movies about 4285 and average duration of 106.7 are produced. So RSVP can focus more on this genre for future films and other two popular genre are Action and Comedy
4. Movies with a median rating of 7 are higher in number. But in future we increase the rating to more than 8 for superhit movies
5. Dream Warrior Pictures, National Theater Live are the production houses which have produced hit movies .So working with these production houses will be beneficial
6. James Mangold is the best director for further RSVP projects.
7. RSVP can work with Mammooty and Mohanlal who are the best actors with an average rating greater than 8
8. Marvel Studios ,Twentieth Century Fox and Warner Bros are top three production houses
9. Vijay Sethupathi is the best actor with total votes as 23114 and average rating of 8.42 among movies releases in India
10. Taapsee Punnu tops the actress list acting in Hindi movies with average rating of 7.74 and Parvathy Thiruvothu is the overall best actress with average rating of 8.25
11. Star Cinema and Twentieth Century Fox has produced most number of hit multilingual movies with average median rating of 8