

Executive summary and Recommendation

After analyzing the IMDB dataset Following conclusions drawn based on the listed insights:-

- Total number of rows in each table of the schema 15615. Out of which id, title, year, date_published,duration have null values.
- The highest number of movies are produced in the month of March and least in the month of December. **RSVP can target weekends and the holiday seasons to attract a larger audience.**
- Based on the number of movies- **drama, thriller and fantasy** are the top 3 genres. **RSVP should consider any of these or a combination of these genres.**
- From the data set it shows that Dream Warrior Pictures and National Theatre Live Produced highest rated films. **RSVP can consider them for their next projects.**
- James Mangold, Joe Russo and Anthony Russo are the top directors. **RSVP can have future projects with them.**
- Mammooty with movie_count 8 and Mohanlal with 5 movie_count are the top two actors. **RSVP should consider either one or both of them.**
- Marvel studios, Twentieth Century fox and Warner Bros. are the top 3 production houses based on the number of votes received by their movies. **RSVP should consider any of the three production houses for future projects.**
- Vijay Sethupathi holds the top rank based on popularity. **RSVP can hire him to attract larger audiences.**
- Taapsee Pannu, Kriti Sanon, Divya Dutta, Shraddha Kapoor, Kriti Kharbanda are the top five actresses in Hindi in India based on their popularity. Parvathy Thiruvothu, Susan Brown, Amanda Lawrence top 3 actresses based on a number of super hit movies in the Drama genre. **RSVP can consider any of them for future projects.**
- Andrew Jones, A.L.Vijay, Ozgur Bakar, Justin Price,Sion Sono, Chris Stokes, Jesse V. Johnson, Steven Soderbergh, Sam Liu are the top 9 directors based on **number of movies. RSVP can have future projects with them.**