

## Executive Summary

The analysis of the IMDb dataset reveals key insights to guide RSVP Movies' future projects:

- **Production Trends:** Movie production has declined over time, March being the month with the highest output.
- **Dominant Genre:** Drama is the most popular genre, with 4,285 films and an average runtime of 106.77 minutes. RSVP Movies should prioritize Drama, along with Action and Thriller, which also perform well.
- **Production Companies:** Dream Warrior Pictures and National Theatre Live have a strong track record and are ideal collaboration partners.
- **Leading Studios:** Studios like Marvel, Twentieth Century Fox, and Warner Bros, with high engagement, offer potential for global partnerships.
- **Multilingual Films:** Star Cinema and Twentieth Century Fox have succeeded with multilingual films.
- **Top Director:** James Mangold, renowned for his work in Drama, Action, and Thriller, is a strong candidate for RSVP's next project.
- **Actors Choices:** Mammooty and Mohanlal are strong contenders for lead roles based on their past performances.
- **Actresses in Drama:** Sangeetha Bhat, Adriana Matoshi, Fatmire Sahiti stand out in the Drama genre.
- **Audience Appeal in India:** Vijay Sethupathi, with high ratings and popularity, is a strong choice for Indian audiences.
- **Hindi Cinema Actresses:** Taapsee Pannu, with high ratings in Hindi films, is ideal for leading roles in Bollywood.
- **Top Directors:** A.L. Vijay, Andrew Jones, and Steven Soderbergh are top directors by the number of films produced.

**Conclusion:** To increase success, RSVP Movies should focus on Drama, optimize film duration, target high median ratings, and collaborate with experienced production companies and popular actors.