

Executive summary and recommendation based on IMDB data:

- ❖ In the month of **March** maximum no. of movies are produced.
- ❖ **"Drama"** is the most popular genre having **4285** no. of movies with an avg. duration of 10.6.7746 mins. Meantime, RSVP Movies can also explore in **"Action"** and **"Thrillers"** genre as well based on their popularity apart from Drama.
- ❖ Most of the movies were rated between **6-8 scale** based on the median rating. If RSVP aims for a movie with **median rating of 8+**, this may become a **super hit** movie.
- ❖ RSVP Movies can partner with **"Dream Warrior Pictures"** or **"National Theatre Live"**, as both of them stand Rank#1 Production Company.
- ❖ RSVP may need to compete with **"Star Cinema"** or **"Twentieth Century fox"** due to their maximum hits and highest rated multilingual movies.
- ❖ RSVP Movies can hire **"James Mangold"** or **"Anthony Russo"**, or **"Soubin Sahir"** as their director.
- ❖ RSVP Movies can caste **Mammooty** or **Mohanlal** being the **top actor with highest rating**.
- ❖ RSVP Movies can partner with global production house like **"Marvel Studios"**-#1, **"Twentieth Century Fox"** - #2 or **"Warner Bros"** -#3 due to their ranks.
- ❖ Keeping Indian local audience in mind RSVP movies can caste **"Vijaya Sethupathy"** being the highest rated actor.
- ❖ **"Taapasee Pannu"** is the highest rated (**avg. rating 7.74**) actress In Indian movies, who can be casted by RSVP Movies.