

## Executive Summary:

After analyzing the IMDB dataset the following insights were derived-

- 1: Drama is the most popular genre with total 4285 movies. Therefore movies should be focus on 'Drama' genre for future films.
- 2: The average duration of future project or films can be approximately 107 minutes in drama genre.
- 3: Dream Warrior Pictures or National Theatre Live production company have produced maximum hit movies.
- 4: Marvel Studios, Twentieth Century fox and Warner Bros received Maximum votes so they can contribute in upcoming Movies for good response.
- 5: Vijay Sethupathi received maximum votes for movie released in India, so he can be heired as actor in next movie.
- 6: Based on average rating as 7.74 and maximum votes for movie released, In India so, Taapsee Pannu can be heired as actress in next movie.
- 7: James Mangold is the top director with maximum superhit movies, So he can be heired as director.
- 8: Mammotty or Mohanlal can be heired as actor based on median rating.