

Executive Summary

After analysing the IMDB dataset, the following points/insights can be drawn:

- There are totally 2001 movies made in the year 2019 and out of which 1078 are of Drama genre. Therefore, RVSP Movies can focus on Drama genre for their next project.
- The average duration of Drama genre is 107 mins, approximately the RVSP movie's next project could have same duration.
- Based on the higher Average Rating, James mangold can be hired as director for the next project.
- Based on the higher Median Rating, Mammootty or Mohanlal can be hired as actor for the next project.
- As a Global Partner, Marvel Studios or Twentieth Century Fox can be chosen based on the number of votes received when compared with other production houses.
- Based on the higher Average Rating and movie counts, Dream Warrior Pictures or National Theatre Live or both could be chosen as production house.
- Based on the Total Votes, Vijay Sethupathi can be hired as additional actor for the next project, which eventually open doors for success in different regions and gives more regional feel too.
- Based on the Total Votes and Average Ratings, Tapsee Pannu can be chosen as actress.