

Executive Summary

Following are the important insights derived from the data and some recommendations to be given to RSVP movies for their next project:

1. RSVP should focus on Drama genre as per the IMDB dataset it has the highest avg_rating in all genres.
2. The average duration should be around the average duration of drama genre movies which is 106.77
3. Dream Warrior Pictures or National Theatre Live or both should be selected as the production house partner for the project as they have produced most no of hits.
4. Marvel Studios, Twentieth Century Fox or Warner Bros. are the Top 3 production houses with the highest votes received and should be considered as global production house partner.
5. Directors like James Mangold, Joe Russo and Anthony Russo should be involved in the project as their movies have average rating greater than 8.
6. Actors like Vijay Sethupathi or Kunchacko Boban and actress like Tapsee Pannu & Divya Dutta should be involved in the project as their movies have average rating greater than 8.
7. Genre should be a combination of a Drama, Comedy and Thriller movie genres as they are highest grossing genres.