Executive Summary & Recommendations

Based on an analysis of the IMDB dataset, we derived the following insights for RSVP movies:-

1. There has been a steady decline in movie production over the past few decades. In March, most movies were produced.

2. There are 13 different genres in the dataset. 3289 movies can be classified as belonging to only one genre.

3. 'Drama', 'Comedy' & 'Thriller' are the top 3 among all genres in terms of movie numbers. The most popular movie genre is 'Drama', with 4285 films produced. So, RSVP Movies' future films can be centered around the 'Drama' genre.

4. 'Action' movies have the longest average duration of 112.99 minutes, whereas 'Horror' movies have the shortest average duration of 92.72 minutes.

5. In the top 10 movies based on average rating, favourite movie 'Kirket & 'Love in Kilnerry' has the highest average rating of 10.0 while 'Shibu' has lowest average rating of 9.4.

6. Movies with a median rating of 7 are highest with 2257 movie count whereas movies with a median rating of 1 are lowest with 94 movie count.

7. Production companies Dream Warrior Pictures and National Theatre Live have produced the most hit movies (average rating > 8) and could be considered for their next project's production company.

8. In terms of the number of movies, German films outnumbered Italian films by 28700+.

9. The director with the highest number of super hit movies in the top three genres is James Mangold, followed by Anthony Russo & Soubin Shahir. For the next project, James can be hired as a director.

10. Mammootty and Mohanlal are the top two actors whose movies have received a median rating of more than 8. Therefore, they are the best candidates for the project.

11. In terms of the number of votes received for their movies, Marvel Studios, Twentieth Century Fox, and Warner Bros. are the top three production houses. They must be considered for a partnership.

12. According to the average ratings of Indian movies released, Vijay Sethupathi is the top actor, followed by Fahadh Faasil and Yogi Babu. The next project could benefit from Vijay Sethupathi's hiring as the lead actor.

13. Taking into account the total votes received and the highest average rating for Hindi films released in India, Taapsee Pannu can be considered the actress of choice.

Deeksha Pant , Pankti Patel & Anurag Prakash

14. Year-wise highest-grossing movies with top 3 genres are 'The Fate of the Furious'(2017), 'Bohemian Rhapsody'(2018) & 'Avengers: Endgame'(2019).

15. The top 2 production houses that have produced the highest number of hits (median rating >= 8) among multilingual movies are 'Star Cinema' and 'Twentieth Century Fox'. These production companies are suitable candidates and should be considered for future projects.

16. 'Parvathy Thiruvothu', 'Susan Brown' and 'Amanda Lawrence' are the top 3 actresses based on number of super hit movies (average rating >8) in the Drama genre. It would be a good idea to consider actresses like them for future projects.