

EXECUTIVE SUMMARY

After analysing the IMDB dataset we can draw some points based on the listed insights:

- ◆ There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March.
- ◆ Most movies were produced in Drama and the average duration in this genera is 106.77 minutes.
- ◆ RSVP Movies can partner with Dream Warrior Pictures and National Theatre Live for its next project, because both have produced maximum number of hit movies.
- ◆ Due to higher average rating, James Mangold can be hired as the director for upcoming movie.
- ◆ Mammooty is the top actor, followed by Mohanlal. One of these actors can be cast in the next film.
- ◆ Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
- ◆ Vijay Sethupathi has the highest average rating among Indian actors and Taapsee Pannu among the actresses. RSVP movies can cast these actors to get a regional feel.
- ◆ Star Cinema and Twentieth Century Fox are the top two production houses in terms of the most number of hits in multilingual movies. Partnering up with these production companies can help the next movie reach a wider audience.
- ◆ Parvathy Thiruvothu, Susan Brown and Amanda Lawrence are the top three actresses in the drama genre and RSVP can cast them in their next project if it's going to be a drama movie.
- ◆ Among the directors who have directed the most number of movies, Steven Soderbergh and Sam Liu are the most popular and have the highest average rating.