

Executive Summary and Recommendations

The following insights can be drawn after Analyzing IMDb Dataset

- ★ Drama is the most popular genre with 4285 movies overall. RSVP Movies can focus on the 'Drama' genre along with 'Comedy' and 'Thriller' genres as they belong to the top 3 genre list.
- ★ 'Dream Warrior Pictures' and 'National Theatre Live' are the top two production houses which have produced the most number of hit movies. Partnering with them for further projects would be a good choice.
- ★ 'James Mangold' is the Top-1 director in the top three genres whose movies have an average rating > 8 followed by 'Soubin Shahir' and 'Joe Russo'. It would be a better choice to onboard them for further projects.
- ★ The top 2 actors whose movies have a median rating >= 8 are 'Mammootty' & 'Mohanlal'. Considering them for its upcoming project would be a good option.
- ★ Among actors 'Vijay Sethupathi' and, among actresses 'Taapsee Pannu' have the highest average rating in India. Hiring them for future projects would be a great option to woo local audiences.
- ★ The top three global production houses based on the number of votes received by their movies are 'Marvel Studios', 'Twentieth Century Fox' & 'Warner Bros.' RSVP Movies can consider them to partner with for global projects.
- ★ The top two production houses that have produced the highest number of hits among multilingual movies are 'Star Cinema' & 'Twentieth Century Fox'. It should think about partnering with them for its future multilingual project.

Thank you