

EXECUTIVE SUMMARY AND RECOMMENDATIONS

After analysing the IMDB dataset, following are the insights and recommendations for RSVP movies next project:

- ❖ In the year 2017 total 3052 movies were released which is highest among all years after that there is a downfall of number of movies released.
- ❖ Highest number of movies were produced in the month of March.
- ❖ Total 1059 movies were produced in the year 2019 in either India or USA.
- ❖ Total 4285 movies were produced in the 'DRAMA' genre. Therefore, RSVP should focus on 'DRAMA' genre for their next project. Action and thriller genres can also be explored as they are in top three.
- ❖ Average duration of future movie could be 112.88 mins as that is the average duration.
- ❖ 'Dream warrior pictures' and 'National Theatre Live' has produced more hit movies with good ratings. So, either of them could be the next project's production company.
- ❖ James Mangold, Joe Russo and Anthony Russo are top three directors according to given dataset, so either of them could be the director for next project.
- ❖ Based on the median ratings Mammootty and Mohanlal are top actors and can be hired as an actor for next project.
- ❖ Based on average ratings and total votes received Tapsee Pannu can be hired as the actress for the project.
- ❖ Based on the number of votes received, Marvel Studios, Twentieth Century Fox, Warner Bros are top production companies.
- ❖ Vijay Sethupathi followed by Fahadh Faasil and Yogi Babu are the highest rated Indian actors.
- ❖ 'Star Cinema' and 'Twentieth Century Fox' are top two production houses among multilingual movies.