RSVP Movies Case Study
EXECUTIVE SUMMARY & RECOMMENDATIONS

After analysing the IMDB dataset we can derive following insights for RSVP Movies for their next movies recommendations.

1. Total 1078 movies were produced in the year of 2019 of Drama genre. Therefore, RSVP Movies should focus to make Drama genre for their next project to get better outcome. Also, for upcoming movie projects could have an average duration of 107 minutes.

2. Apart from the Drama, RSVP Movies also need to consider Comedy and Thriller genres because these are from top three genre.

3. 1059 movies are produced by India and USA; both are most suitable country for making movies.

4. 3289 movies are only one genre out of 8643 movies.

5. Following are the core team could be recommended to RSVP Movie for next project

    A. **James Mangold** can be hired as the **director** for their next project, he higher movie average rating.

    B. **Mammootty** (1st) or **Mohanlal** (2nd) can be sign as the **actor** for their next project based on median rating.

    C. Based on the total votes received and average rating insights, **Taapsee Pannu** can be cast as the **actress** for their next project.

    D. **Vijay Sethupathi** can be cast as the supporting actor for their next project, based on total votes and weighted average to attract regional audience in India.

    E. RSVP Movies could contract with **Marvel Studios** (Ranked 1st (2656967)), **Twentieth Century Fox** (Ranked 2nd (2411163)) as **global partner** as they have number of votes is higher than other productions house companies.

6. **Star Cinema** and **Twentieth Century Fox** are the top two production houses that have produced the highest number of hits (median rating >= 8) among multilingual movies. So, RSVP Movies should not ignore this.