

## **Executive Summary and Recommendations**

After analyzing the IMDB dataset, The following insights were derived for RSVP movies :-

- RSVP movies can focus on Drama genre for its future film, followed by Action and thriller genres as they belong to the top three genres.
- Dream Warrior Pictures or National Theatre Live production houses can be considered for the next project based on number of hit movies.
- James Mangold is the top director in the top three genres with highest number of superhit movies, He can be hired as the director for RSVP'S next project.
- Based on median rating, Mammootty and/or Mohanlal can be hired as the actor for the next project.
- For Global Partner, Marvel Studios, Twentieth Century Fox or Warner Bros can be considered based on the number of votes received by their movies.
- Star Cinema or Twentieth Century Fox can be considered for next Multilingual release of movie as they are the top two production houses that have produced the highest number of hits among multilingual movies.
- Based on the average rating 8.42 for movies released in India, Vijay Sethupathi can be considered as actor for next project.
- Taapsee Pannu can be chosen as an actress based on the total votes received for Hindi movies released in India.
- Based on number of Super Hit movies in Drama Genre, Parvathy Thiruvothu can be considered for next project as she has the highest number of votes with average rating >8.