

EXECUTIVE SUMMARY AND RECOMMENDATIONS

After carefully analysing the IMDB dataset we can conclude some points regarding this:

- In the year 2019, in 'Drama' genre there were a total of 1078 movies. Hence the focus should be on 'Drama' genre for their next project.
- James Mangold can be the next director for their next project.
- The future project can be around of something 107 minutes.
- Based on the median rating, Mammooty (ranked 1st) is the top choice, followed by Mohanlal (ranked 2nd), for hiring as the actor in their next project.
- Based on the dataset, their next project's company could be Dream Warrior's Pictures whose rank is first followed by National Theatre Live or both.
- Taapsee Pannu can be the next cast choice based on average rating and total votes received.
- Vijay Sethupati can also be added as other actor based on the total votes and for the regional feel.
- As a leading global partner, Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd), or Warner Bros. stand out as top choices due to their significantly higher number of votes compared to other production houses.