

EXECUTIVE SUMMARY

The analysis of RSVP movies from the IMDb dataset reveals several key insights for strategic decision-making:

1. **Movie Production Trends:** A declining trend in overall movie production has been observed over the years, with March standing out as the month with the highest production numbers.
2. **Genre Focus:** Drama emerges as the most favored genre, boasting 4285 movies with an average duration of 106.77 minutes.
3. **Production Companies:** Dream Warrior Pictures and National Theatre Live have excelled in producing a substantial number of hit movies.
4. **Global Partnerships:** Marvel Studios, Twentieth Century Fox, and Warner Bros are identified as top global production houses based on votes received.
5. **Multilingual Success:** Star Cinema and Twentieth Century Fox lead in producing hits among multilingual movies, making them strong contenders for global projects catering to diverse audiences.
6. **Directorial Choice:** James Mangold emerges as the top director in genres with the highest number of superhit movies.
7. **Targeting Indian Audience:** Vijay Sethupathi, with a high average rating and total votes in India, is recommended to attract the Indian audience. Taapsee Pannu, with a notable rating for Hindi movies.