EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights are derived from IMDb dataset and recommendations for RSVP for their project.

- There is a **Downtrend** in movie production from 2017 to 2019.
- Most number of movies released in **2017 i.e. 3052**. Most number of movies released in March month i.e. **824**.
- **50% of 7997** movies are **having median rating** as 7 and above.
- **52.9%** movies produced in 2019 are from either **USA or India**.
- RSVP can consider the **Drama genre** for their next project as there is **4285 of 7997** movies produced in this genre with average time duration as **106 mins (as per 2019 year).**
- RSVP can also consider include **Comedy and Thriller** genres in their movie stories as they topped in **2nd and 3rd** in genres.
- **Horror** movies with their current movie **average duration** which is the **lowest** among all other genres have **lowest average ratings**.
- **Thriller** can be an added element to movies with high rated genres i.e. **Action** or **Drama**.
- Based on most number of hit movies produced, RSVP can consider to partner with **Dream Warrior Pictures** and/or **National Theatre Live production** companies.
- Based on total vote count RSVP can consider partnering with any of the top 3 production companies like **Marvel Studios, Twentieth Century Fox, Warner Bros.**
- If multilingual movies are taken into consideration, RSVP can partner with **Star Cinema**, **Twentieth Century Fox** as they produced highest number of hits in these kinds of movies.
- Because of movies garnered higher average rating, **James Mangold** can be considered as the director for next project.
- Based on average rating with **8.42**, **Vijay Sethupathy** can be considered to give a regional feel to the project.
- Based on average ratings and acted in **Hindi** movies, **Taapsee Pannu** with 7.74 rating can be considered as actress.
- Based on median rating, **Mammootty** and **Mohanlal** can be hired as the actors for next project.
- If considering the Drama genre as the next project, **Susan Brown, Amanda Lawrence**, **Denise Gough** can be considered as they topped in this genre.