

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights are derived for RSVP movies after analysing the IMDb dataset:

1. Movie production has been on a decline over the years, with March standing out as the month with the most significant number of releases.
2. Drama takes the lead as the most favoured genre, boasting 4285 movies with an average duration of 106.77 minutes. In 2019 alone, 1078 drama films were produced.
3. It is recommended that RSVP movies strategically focus on the drama genre for future film projects. Action and thriller genres can also be explored as they belong to the top three genres.
4. Dream Warrior Pictures and National Theatre Live stand out as the production companies with the most successful track record, having produced the highest number of hit movies among all competitors.
5. Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses, earning the highest number of votes for their movies. They are prime candidates for consideration as global partners.
6. Star Cinema and Twentieth Century Fox, known for their success in producing numerous hit multilingual movies, are strong contenders for collaboration on the upcoming global project.
7. James Mangold, the top director in the three most successful genres, known for numerous superhits, is recommended for the next project.
8. Parvathy Thiruvothu as an actress and Andrew Garfield as an actor are notable choices for the Drama genre based on their impressive track records in delivering Super Hit movies.
9. Considering the high total votes and an average rating of 8.42 for movies released in India, Vijay Sethupathi can be a valuable addition to the cast, likely to appeal to the Indian audience for the upcoming project.
10. Taapsee Pannu stands out as the ideal actress choice, backed by the impressive total votes and a solid average rating of 7.74 for her Hindi movies released in India.