Executive Summary

Below are some of the insights that derived upon analysing data of the movies released in the past three years (2017, 2018, 2019).

- There were 7997 movies released and almost 50% of the movies missing its worldwide gross income details
- Most of the movies were published in the year 2017 compared to other two years. A greater number of movies released in March across the years
- Significant number of movies produced in Drama genre. Almost 50% of the movies based on only one genre. Also, Drama movies leads in the list during March 2017 in the USA with more than 1000 votes
- Based on the analysis, below are few recommendations for next project of RSVP movie production house:
  - Produce Drama movie for a higher average rating
  - Average duration of the Drama movies can be 107 minutes
  - Partner with *Dream Warrior Pictures* for a hit movie
  - *James Mangold* can be hired as the director
  - Actors *Mammootty* and *Mohanlal* good choice to be part of the movie
  - Consider *Marvel Studios* as a global partner
  - Can hire actor *Vijay Sethupathi* for Indian movies
  - Actress *Taapsee Pannu* is better choice if it is a Hindi movie
  - Consider *Sangeetha Bhat* as the actress for Drama movies
  - Partner with production house *Star Cinema* if it is a multilingual movie