EXECUTIVE SUMMARY

The insights that are derived and the recommendations that can be given after analyzing the IMDB data by RSVP movies

1. The highest number of movies were published in the month of march.
2. There are nearly 13 distinct genres in the data. The genre 'Drama' has the highest number of movies i.e. 804 movies.
3. Based on the average duration of the movies of different genres. It is advisable that the next movie has an average duration of 107mins.
4. Movies with median rating 7 are highest in number. Hence aiming for a median rating more than 7 will give more chances for becoming a hit movie
5. They can choose Dream Warrior Pictures or National Theatre as they are among the top performing production companies based on the number of super hit movies produced. Also Marvel Studios and Twentieth Century Fox have received a very good number of votes for their movies. Hence they can be chosen as global partners for their next project.
6. James Mangold, Soubin Shahir, Joe Russo are the top three directors based on whose movies have average rating more than 8. Hence James mangold can be preferred as the director for the next project.
7. According to our analysis we observe that Mammootty and Mohanlal are the top actors. So these actors can be given a preference.
8. Based on the movies released in India actor Vijay Sethupathi has the highest average rating.
9. We observe Taapsee Pannu is highly rated among the Hindi Actress so she can be chosen as the actress for the next Hindi project.

10. The highest-grossing movies are in the genre 'Drama'. The next project can be under the Drama genre.
11. Parvathy Thiruvothu, Susan Brown, Amanda Lawrence are among the top 3 actress based on their average rating.