

EXECUTIVE SUMMARY & RECOMMENDATIONS

After analysing the IMDB dataset, insights and recommendations for RSVP movies for their new project targeting the global audience in 2022:

- ☐ Based on the month wise trend, RSVP movies should release movies in month of **March**.
- ☐ Based on data, total **4285** numbers of movies were produced in **Drama** genre among all genres with average duration **107 minutes**.
- ☐ The top 3 genres are **Drama** (Ranked 1st), **Comedy** (Ranked 2nd) & **Thriller** ranked 3rd) in terms of number of movies produced. RSVP Movies should focus on **Drama** genre.
- ☐ Based on most number of hit movies produced with average rating > 8, RSVP movies should select production company as **Dream Warrior Pictures** or **National Theatre Live** or **both**.
- ☐ Based on their average rating, the top 3 directors are **James Mangold** (Ranked 1st), **Anthony Russo** (Ranked 2nd) & **Soubin Shahir** (ranked 3rd). So, RSVP movies should hire **James Mangold** as the director.
- ☐ Based on their median rating, **Mammootty** (Ranked 1st) or **Mohanlal** (Ranked 2nd) can be hired as the Actor.
- ☐ As a global partner, **Marvel Studios** (Ranked 1st), **Twentieth Century Fox** (Ranked 2nd) or **Warner Bros.** (Ranked 3rd) based on number of votes received by their movies can be chosen as partner.
- ☐ Based on average ratings, total votes and also worked in movies released in India, **Vijay Sethupathi** can be hired as additional actor.
- ☐ Based on average ratings, total votes received and also worked in Hindi movies released in India, **Taapsee Pannu** can be chosen as the actress.