

EXECUTIVE SUMMARY & RECOMMENDATIONS

We have derived the following conclusions and recommendations from our analysis of IMDB dataset:

1. We can see that March had the most movie releases, and that the number of movie releases has decreased over the last three years.
2. With 4285 films and an average duration of 106.7746, drama was the most popular genre. RSVP movies should focus on making future films in this category. The genres of action and thriller have also shown promise.
3. The number of movies with a median rating of 7 are higher when compared to other ratings.
4. On a scale of one to ten, most of the films received a score of 6 to 8. Aiming for an 8+ on a median rating will boost the likelihood of a super hit movie.
5. Dream warrior pictures and National Theatre live production houses had produced a greater number of hit movies which had an average rating greater than 8.
6. Considering their total votes, RSVP should partner with Marvel Studios or Twentieth Century Fox or Warner Bros if they aim to release a film for a global audience.
7. The top two production firms that have generated the most hits (median rating ≥ 8) among multilingual movies are Star Cinema and Twentieth Century Fox.
8. RSVP movies can appoint James Mangold as their new director because he is the top director in the top three genres based on movie counts and an average rating of more than 8.
9. RSVP movies can appoint Mohanlal or Mammooty as their actors because they have acted in the greater number of movies with a median rating of 8 or higher.
10. Since RSVP movies is located out of India, Vijay Sethupathi and Taapsee Pannu can also be the better choice to woo local audience as they are the top actor and actress based on weighted average ratings.