

EXECUTIVE SUMMARY AND RECOMMENDATIONS

- Analysis of the RSVP dataset reveals that January, March, September, and October are ideal months to release a movie, as they have a higher number of movie releases.
- The top three genres across the years are Drama, Comedy, and Thriller. RSVP should consider making a movie in one of these genres or using a combination of them to appeal maximum audience.
- The average run time of successful movies in these genres falls between 102 and 107 minutes, suggesting that this range is ideal for maintaining audience engagement.
- Dream Warrior Pictures, Marvel Studios, Warner Bros., Twentieth Century Fox, and Star Cinema are major production houses with a track record of hit movies and high user votes. Collaborating with these production houses for global launches could be beneficial for RSVP.
- James Mangold emerges as the director with the highest number of hit movies. Considering his track record, he can be considered for RSVP's next project.
- Mammootty and Mohanlal are actors with the highest number of movies and higher median ratings. They could be potential choices for lead roles. Parvathy Thiruvothu, Susan Brown, or Amanda Lawrence could be considered for the lead actress role.
- To engage Indian audiences, Vijay Sethupathi and Tapsee Pannu can be considered as co-actors based on their average ratings and total votes