Problem Statement

RSVP Movies would like to know the recommendation and critical components to be considered to help them succeed in developing their next project.

Context

We are given a 3-year-long dataset(From 2017 to 2019)where the movies had been released worldwide during the period. We're required to perform a descriptive analysis and derive insights to support the RSVP Movies' decision-making on the next project.

Findings

Some of the mentionable insights are that most **of the movies are released in January, March & August.** The **'Drama' genre** is the most produced movie during the period, followed by **comedy & thriller**. The average movie duration is between **92.7 and 112.9 minutes**.

Reputable production companies calculated with different metrics are **Dream Warrior Pictures, National Theater Live**, **Marvel Studio, and Twentieth Century Fox**. The top 3 directors, **James Mangold, Joe Russo, and Anthony Russo** based on genre and average rating.

Top actor & actress who acted at least 3 in Indian movies and are popular by votes among the viewers, **Vijay Sethupathi and Taapsee Pannu.**

The top 3 highest gross income genres are **Drama(1st, 2nd) and Thriller(3rd)**

Recommendation

RSVP should target the **Drama genre** and partner with the mentioned production companies above, but if the global market is aimed, then **Twentieth Century Fox**. **Vijay and Taapsee** are the best candidates invited into the project to support the Indian market.

James Mangold is a director candidate who had performed well in the drama genre. Most important, the published date should avoid the mentioned month to prevent the red ocean market, unless seasonality(E.g. Christmas movie) is involved.