

EXECUTIVE SUMMARY- RSVP MOVIES CASE STUDY

Introduction

The dataset offers valuable insights into the movie industry, particularly regarding actors, directors, production houses, and movie ratings. The Names column contains null values, highlighting some data incompleteness.

Key Findings

James Mangold is identified as a strong candidate for RSVP's next directorial project. Actors Mammooty and Mohanlal rank highest, with movies consistently achieving a median rating of 8 or above. Leading production houses by total votes are Marvel Studios, Twentieth Century Fox, and Warner Bros., showcasing their dominance. Vijay Sethupathi is the top-ranked actor based on average ratings, reflecting his consistent performance across films.

In Hindi cinema, Taapsee Pannu, Kriti Sanon, Divya Dutta, Shraddha Kapoor, and Kriti Kharbanda emerge as the top five actresses, ranked by average ratings. Safe is identified as the highest-rated thriller, with an impressive average rating of 9.5. The dataset also points to Star Cinema and Twentieth Century Fox as top production houses, recognized for producing multilingual films with median ratings of 8 or higher.

In the drama genre, actresses Parvathy Thiruvothu, Susan Brown, and Amanda Lawrence have the highest number of super-hit movies. Analyzing directors, A.L. Vijay and Steven Soderbergh are notable for their significant contributions, with multiple films under their belt, driving their high average ratings. Additionally, the genre-wise analysis reveals that Action, Romance, and Crime movies have the longest average durations, while Drama dominates in overall production volume with 4,285 films.

RSVP Movies should consider the following recommendations

- Hire James Mangold as the director for the next film
- For casting
 - Actors like Mammooty, Mohanlal, and Vijay Sethupathi have consistently high ratings
 - Taapsee Pannu and Kriti Sanon are top choices for Hindi cinema
- Collaborate with leading production houses like Twentieth Century Fox or Star Cinema to ensure strong distribution and quality.
- Focus on high-rated genres such as thrillers, dramas, and action films to align with audience preferences and industry trends, maximizing film's success.

Team members: Josemon Joy, Mohd Ibney Ali