EXECUTIVE SUMMARY & RECOMMENDATIONS

The following insights has been derived for RSVP movies case study after analysing the IMDb dataset-

1. There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March.
2. Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
3. RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
4. From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
5. Total of 361 movies were released between 1 April 2018 and 1 April 2019 with a median rating of 8. German movies got more votes than Italian movies.
6. Due to higher average rating, James Mangold can be hired as the director for their next project.
7. Based on median rating, Mammootty and/or Mohanlal can be hired as the actor for the next project.
8. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
9. Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
10. Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next project.
11. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
12. Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.