

Executive Summary

Post analysis on IMDB data by RSVP movies following Insights are derived:

1. Highest Number of movies are produced in the Month of March and the trend goes in downward as the count of movie produced decreases afterwards.
2. Drama was the most popular genre with 4285 number of movies and an Average duration of 106.7746. Action and Thriller genres also hold potential as they belong to top three genre.
3. Dream warrior Pictures and National Theatre Live had produced highest rated films.
4. Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies as the movie will be for Indian audience primarily and global audience can also watch these movies.
5. Top directors observed from the analysis are James Mangold, Anthony Russo, Joe Russo. RSVP can have its future projects with them as they are the top directors with most number of movies having average rating ≥ 8 .
6. Mammooty and Mohanlal are the top actors with highest number of ratings.
7. Taapsee Pannu can be chosen as actress as she is on the top of the list.
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 should be considered for a global partner.
9. In India, Vijay Sethupati can be focused as he is top on the list.
10. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits (median rating ≥ 8) among multilingual movies.