

EXECUTIVE SUMMARY

The following insights were derived from the IMDb dataset for RSVP movies:

- ✦ After March of 2017, there is a downward trend in the number of movies produced over the years.
- ✦ Drama as a genre is the most popular with 1078 films, thus this genre must be more focused on
- ✦ Dream Warrior Pictures or National Theater live production companies have produced the highest number of hit movies among all production companies
- ✦ As for global partners for production house, Star Cinema and Twentieth Century Fox are the one who should be considered as they have highest number of hits in multilingual movies worldwide
- ✦ Marvel Studios, Twentieth Century Fox and Warner Bros are the top three production houses based on the number of votes received by their movies, thus can be taken in consideration for global partners
- ✦ From the dataset, we can predict that Dream Warrior Pictures or National Theatre Live or both could be their next project's production company.
- ✦ As for direction, James Mangold can be hired as the director for the next pages as he has the highest number of hits in the top three genres

- ✦ Taapsee Pannu can be chosen as the lead actress based on the total votes and average rating of 7.74
- ✦ Based on the median rating, Mammoothy/ Mohanlal can be hired as the actors for the next project
- ✦ Andrew Garfield and Parvathy Thiruvothu can be considered the leads for the upcoming drama film
- ✦ Vijay Senapati can be considered as an additional actor as he has a high rating of 8.42 for the movies and can appeal to the local audience