

## Executive Summary and Recommendations

Post analysis on IMDb data by RSVP movies following insights are derived:

1. Drama was the most popular genre with 4285 numbers of movies and need to be consistent.
2. RSVP can liaise with Dream warrior Picture and National Theatre Live production house as it has produced the most number of hit movies with an average rating 8+.
3. Most of the movies were rated 'between' 6-8 on a median rating scale. Aiming for 8+ on median rating will increase chances of a blockbuster movies.
4. James Mangold can be hired as the director for RSVP's next project starring Mammootty and Mohanlal as they are the two actors whose movies have a median rating above 8.
5. Marvel Studios stood 1<sup>st</sup>, Twentieth Century Fox 2<sup>nd</sup>, & Warner Bros 3<sup>rd</sup> can be chosen as its Global Partners as per maximum numbers of votes.
6. Vijay Sethupati can be focused on as he is popular and has average rating 8.42.
7. Taapsee Pannu can be chosen as she top on list with average rating 7.74.
8. Dream warrior Picture and National Theatre Live had produced highest rated films. Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies.
9. Mammooty and Mohanlal are the top actors with highest number of rating.
10. A part from drama RSVP movies should focusing on top three genre i.e. Action, Adventure and comedy as running movies and can hold potential.

Submitted By

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