

Executive Summary

Following insights and recommendation can be derived, after analyzing IMDB data by RSVP movies:

- Production houses that have produced the most number of hit movies with average rating > 8 are 'Dream Warrior Pictures' and 'National Theatre Live'. So, RSVP Movies can partner with these production houses for their next project.
- The top three directors in the top three genres whose movies have an average rating > 8 are 'James Mangold', 'Anthony Russo' and 'Soubin Shahir'. RSVP movies could consider collaborating with these three directors.
- Maximum number of movies is released in the month of March.
- 'Drama' genre had the highest number of movies produced overall and has the average duration of 106.77 minutes. RSVP Movies can plan to make movie on this genre.
- Top two actors whose movies have a median rating ≥ 8 are 'Mammootty' and 'Mohanlal'.
- Top three production houses in the world based on the number of votes received for their movies are 'Marvel Studios', 'Twentieth Century Fox' and 'Warner Bros.'. So, RSVP Movies can explore collaboration with these global production houses.
- Since RSVP Movies is based out of Mumbai, India also wants to woo its local audience. So, RSVP Movies may consider hiring 'Vijay Sethupathi' and 'Taapsee Pannu' (both having high average rating) Indian actors for its upcoming project to give a regional feel.
- RSVP movies can choose 'Star Cinema' and 'Twentieth Century Fox' production houses as they have produced the highest number of hits among multilingual movies.

- Top 3 actresses based on number of Super Hit movies (average rating >8) in drama genre are 'Parvathy Thiruvothu', 'Susan Brown' and 'Amanda Lawrence'. RSVP movies can plan to work with them.