

# EXECUTIVE SUMMARY AND RECOMMENDATIONS

These are the following insights for RSVP movies that were drawn after analyzing the IMDB dataset –

1. The most number of movies were produced in the month of March. They are in a downward trend over the years.
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. Drama genre looks promising for future films. RSVP can also focus on action and thriller genre as they belong the top 3 genre.
4. Dream Warrior Pictures or National Theatre Live production companies have produced highest number of hit films among all other companies.
5. Marvel Studios, Twentieth Century Fox and Warner Bros are the top 3 production houses based on number of votes received on their movies. They can be considered for global partnership.
6. Star Cinema and Twentieth Century Fox have produced highest number of hit multilingual films. For movies meant for global audience these two companies can be considered.
7. The top director in the top three genres with highest number of superhit movies is James Mangold.

He can be hired as director for next project.

8. Based on median rating, Mammootty and/or Mohanlal can be hired as actor for next project.
9. Based on number of superhit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for drama genre.
10. Based on total votes and average rating 8.4 for movies released in India, Vijay Sethupathi can be added to the cast for Indian audience for upcoming projects.
11. Bases on total votes and average rating of 7.74 received for Hindi movies release in India, Taapsee Pannu can be considered as the actress.