

Executive Summary and Recommendations

RSVP / IMDb Case Study

The following insights were drawn from the case study and accordingly recommendations for RSVP have been stated -

1. The Case study is an analysis of 7997 movies released in the years 2017-2019, the number of which has consistently dropped from 3052 in 2017 to 2001 in 2019
2. Genre Analysis -
 - a. Most movies(~53.58%) belong to the Drama genre. RSVP can invest in a Drama film for its next project. Being the next most common genres, Thriller and Comedy genres can also be considered.
 - b. Parvathy Thiruvothu, Susan Brown, and Amanda Lawrence are the top-3 actresses based on the number of Super-Hit drama movies. RSVP should hire them for upcoming drama movies
3. Production Companies - The following production companies should be considered based on the next projects
 - a. Dream Warrior Pictures and National Theatre Live produced the most hit films based on average ratings.
 - b. Marvel Studios, Twentieth Century Fox, and Warner Bros. have received the most votes. Hence they engage with the audience better than other companies
 - c. Star Cinema, Twentieth Century Fox produced the most hit movies(med rating>8) for multilingual movies
4. Actors - Based on the ratings, the following actors/actresses can be the top choices for future movies
 - a. Mammooty and Mohanlal have the most movies with a median rating > 8
 - b. Vijay Sethupathi, Fahadh Faasil, Yogi Babu are the highest-rated actors in that order.
 - c. Taapsee Pann, Kriti Sanon, Divya Dutta, Shraddha Kapoor, and Kriti Kharbanda are the highest-rated actresses in that order.
5. German movies have more votes than Italian movies, so between these two options, german movies should be considered.
6. James Mangold, Anthony Russo, and Soubin Shahir directed the most hit movies (avg rating>8) among the top 3 genres. RSVP should hire them for the next projects.