

## **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

The following insights were derived for RSVP movies after analyzing the IMDb dataset –

1. There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March.
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. RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
4. Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
5. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
6. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
7. The top director in the top three genres with highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
8. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
9. Based on the number of Super Hit 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 of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast woo Indian audience for the upcoming project.
11. Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.