

RSVP EXECUTIVE SUMMARY & RECOMMENDATIONS

After analysing IMDB data set, we can say that following conditions will be useful for making successful movie:

- There are 13 genres in which films are produced. Among this, most movies produced in Drama genre followed by comedy and thriller, hence next project has to be in one of these categories.
- Drama genre with less than 100 min movie time is the best choice. Also, it's the one mostly voted from March 2017 in USA.
- Release of movies has fallen down year wise (Year 2017 – 3052 movies, Year 2019 – 2001 movies). In the month of march, highest number of movies i.e. 824 were released whereas in December least number of movies was released.
- Dream Warrior Pictures and National Theatre Live production houses can be considered for production as they produced most hit movies (3), with an average rating > 8.
- German movies will be profitable, having highest votes compared to Italian movies.
- James Mangold is the top director in top three genres with highest super-hit movies (4)
- Mammooty and Mohanlal are top 2 actors with superhits movies.
- Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies.
- Vijay Sethupathi, followed by Fahadh Faasil and Yogi Babu have high average ratings in India, can be hired to woo Indian audience.
- Taapsee Pannu followed by Divya Dutta, Kriti Kharbanda is the topmost actress having high average rating can be considered for an Indian audience.
- Star Cinema and Twentieth Century Fox are the top 2 production houses that have produced the highest number of multilingual movies, can be considered.
- Parvathy Thiruvothu, Susan Brown and Amanda Lawrence are the top 3 actresses for Drama genre movies.

From the insights we can suggest that RSVP movies should hire James Mangold as the director with Dream Warrior Pictures or National Theatre Live or even Marvel Studios as production house to produce a drama film. RSVP should consider Mammooty or Mohanlal as an actor & Parvathy Thiruvothu or Susan Brown as an actress. To woo Indian audience, regional actors like Vijay Sethupathi and Taapsee Pannu should be in the film.