EXECUTIVE SUMMARY & RECOMMENDATIONS

After analyzing the IMDB dataset, we can draw the following insights and recommendations:

- *Focus on Drama Genre:* A total of 1078 movies were produced in the year 2019 in the 'Drama' genre. Therefore, RSVP Movies should prioritize 'Drama' for their next project.
- *Average Duration:* The future project could have an estimated average duration of 107 minutes based on the dataset.
- *Production Companies:* Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) are strong candidates for producing the next project.
- *Director Selection:* James Mangold, who has a higher average rating, is recommended as the director for the next project.
- *Lead Actor:* Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired based on their median ratings.
- *Lead Actress:* Taapsee Pannu, based on her total votes received and average rating, is a suitable choice for the lead actress.
- *Additional Actor:* Vijay Sethupathi, considering his total votes and regional appeal, can be included as an additional actor.
- *Global Partner:* Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd), or Warner Bros. are recommended as global partners due to the higher number of votes received compared to other production houses.