EXECUTIVE SUMMARY & RECOMMENDATIONS

After analyzing the IMDB dataset we wish to let you know the observations and do recommendations accordingly:

1. As maximum number of movies were produced in 'Drama' genre, it looks to be more popular and hance we can concentrate on 'Drama genre' for future film.
2. Approx average duration of the film can be 107 mins as avg duration of most popular "drama" genre is 107 mins.
3. We can approach James Mangold as director as he has higher average rating.
4. Tapasee Pannu can be approached for Lead actress role as she has got highest rating. We can ask Mammootty or Mohanlal to be in leading male roles in the film as they are best as per the median rating.Also we can ask Vijay Sethupathi for the additional role as he is best actor as per total votes.
5. Dream warrior Pictures or National Theater Live or both companies can be approached for producing the film as they are the best production company as per the data.
6. Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd) these production houses can be chosen as global partners as per number of votes they have received.
7. Try to release the movie in the month where there are less number of movies released normally December and July. Both being holiday months in USA, you will get high number of viewers.
8. There are more than 3000 movies associated with only one genre so we think people prefer movies with one genre more than movies with multiple genre.