

## **EXECUTIVE SUMMARY**

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

1. Highest number of movies were produced in the month of March and in the year 2017. There is downward trend in the number of movies produced yearly.
2. Drama is the most popular genre with 4285 number of movies.
3. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses, and can be considered for a global partner.
4. 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 should be considered for their next project.
5. 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.
6. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
7. 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.
8. 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.
9. 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.