

EXECUTIVE SUMMARY

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. The most popular genre is drama, which has 4285 films with an average runtime of 106.77 minutes. In 2019, 1078 drama films in total were made.
3. RSVP Movies might concentrate on the Drama genre for its upcoming movie. As two of the top three genres, the action and thriller can also be explored.
4. Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
5. Based on the amount of votes obtained by their films, Marvel Studios, Twentieth Century Fox, and Warner Bros. are the top three production companies and should be taken into account when looking for a worldwide partner.
6. The top two studios that have created the most successful multilingual films are Star Cinema and Twentieth Century Fox. These production companies are strong candidates and have to be taken into consideration for their upcoming project because the film is intended for a worldwide audience.
7. James Mangold is the top filmmaker in the top three genres with the most superhit films. He is available to be the next project's director.
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. Taapsee Pannu might be picked as the actress based on the total votes cast and the 7.74 average rating given to Hindi films that were released in India.