

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following points and insights are drawn after analysis of IMDB dataset:

- Drama genre has the highest count for movies produced, so RSVP should focus more on that genre for the project.
- Drama genre also has the most no of high rated movies.
- Comedy genre also ranks as the second most produced genre, so that could also be a worthy option for their next project.
- James Mangold has most number of movies directed which have high average rating, RSVP can have their projects with him
- Mohanlal and Mammooty have most number of movies, this can be because of the fan following. So RSVP could approach them to be the actors for their next project.
- Warner Bros or Twentieth Century Fox can be global partners as they have received high number of votes compared to other production houses.
- Vijay Sethupathi and Taapsee Pannu, are toping the votes by local audience, they can also be considered as actors in the project.
- On an average the movie can have around 105-107 mins of duration.
- Star cinema and Twentieth Century Fox has produced most number of multilingual films, they can be approached to be a global partner.
- Drama genre has highest gross income worldwide.