

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following are the insights generated and recommendations after analyzing the IMDB Data set.

- We can advise RSVP that they can take their next movie in 'DRAMA' genre as this was the top genre which had 1078 movies released in the year 2019.
- Movies of genre 'Drama' has the average duration of 106.77 mins. This seems to be fairly significant for RSVP's next movie.
- RSVP movies can partner with either Dream Warrior Pictures or National Theatre Live production company for their next project as they produced the highest number of hit movies with an average rating greater than 8.
- James Mangold can be chosen as the next director for RSVP movie as he has the greatest number of movies with an average rating > 8
- Based on highest median ratings, Mammooty or Mohanlal can be chosen as actors for their next movie.
- Based on highest number of votes, Vijay Sethupathi can also be the other choice for the actor role.
- Taapsee Pannu can be the actress for the RSVP's next movie as she has the highest average rating of 7.74 when compared to other actresses.