

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following recommendations are given for RSVP after analyzing the IMDB dataset:

- A genre like “Drama” could be focused on since 4285 movies were produced
- Actors like Mammooty and Mohanlal could be signed for the upcoming movies because these actors have the highest median rating (greater than or equal to 8)
- Also, other actors recommended are Vijay Sethupathi, Fahadh Faasil, and Yogi Babu since these are the topmost actors based on average ratings
- In the case of actresses, based on the average ratings, the suggested five actresses are Taapsee Pannu, Kriti Sanon, Divya Dutta, Shraddha Kapoor, and Kriti Kharbandha
- In the opinion of Super Hit movies, with an average rating greater than eight in the drama genre, the actresses Parvathy Thiruvothu, Susan Brown, and Amanda Lawrence are advised
- Other than the Drama genre, the other appropriate genres suggested are Comedy and Thriller
- 1059 movies were produced by INDIA or the USA in the year 2019. So, if RSVP has a plan to produce Hollywood movies, the proposed directors are James Mangold, Joe Russo, and Anthony Russo
- Star Cinema and Twentieth Century Fox can be chosen as worldwide partners because these are the top production houses that have produced the highest number of hits among multilingual movies.
- Based on average ratings, the additional production houses that could be signed are Dream Warrior Pictures and National Theatre.