

EXECUTIVE SUMMARY AND RECOMMENDATIONS

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

1. The highest number of movies were released in the year 2017. In terms of month wise movie release, December tops the list. The lowest number of movie release was in the month of March, however the highest number of movies were produced in the month of March.
2. Based on the demographics, we see that India and USA has the highest number of average movie release with a combined total of 1059 movies for the year 2019.
3. On the basis of Genre, 'Drama' saw the highest release and Hence RSVP can focus on production of movies in 'drama' Genre. Movies in 'Drama' genre also has an average duration of 106.77 mins.
4. The highest average duration of a Genre is for 'Thriller'. There are about 2312 movies produced in the said Genre which is the second highest number of movies released.
5. Dream Warrior Pictures and National Theatre Live as highest number of hits on the basis of average rating
6. The top 3 directors in the top three genres whose movies have an average rating > 8 are James Mangold, Anthony Russo and Soubin Shahr. As per this, RSVP can hire James Mangold as its director for the upcoming movies.
7. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
8. The top three production houses based on the number of votes received by their movies are Marvel Studios, Twentieth Century Fox and Warner Bros.
9. The top actors in India on the basis of the median rating is Vijay Sethupathi, Fahadh Faasil and Yogi Babu. The top India Actresses on the average ratings Taapsee Pannu. These actors and actress can be hired for the upcoming projects to ensure the movie is a hit.
10. The number of thriller movies bucketed as per average ratings is:
 - Hit movies- 166
 - Flop movies 492
 - One_time-watch movies 785
 - Superhit movies 39
11. The top 2 production companies on the basis of highest multilingual movies produced are Star Cinema and Twentieth Century Fox hence these can be focused to create globally accepted movies.
12. Top 3 actresses based on number of Super Hit movies are Parvathy Thiruvothu, Susan Brown and Amanda Lawrence
13. The top 9 directors are Andrew Jones, A.L. Vijay, Sion Sono, Chris Stokes, Sam Liu, Steven Soderbergh, Jesse V. Johnson, Justin Price, Özgür Bakar.
14. 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.