

EXECUTIVE SUMMARY & RECOMMENDATIONS

Following insights are derived for RSVP movies after analysing the IMDB dataset:

1. Over the period from 2017 to 2019 there has been a downtrend in the number of movies released. However the highest movies were produced in the month of March.
2. "Drama" is the most popular genre with an average duration of 106.77 minutes. The future projects may have an approximate average duration of 107 minutes. Action movies may extend a little more.
3. RSVP can consider the Drama, Comedy, Thriller, Action and horror as they fall in top 5 genres.
4. Aiming movies with 7.5+ rating would have high probability to be superhit.
5. The Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies. Star Cinema and Twentieth Century Fox have produced the highest number of hits among multilingual movies.
6. Marvel Studios, Twentieth Century Fox and Warner Bros can be chosen as Global Partners (bagged max votes)
7. RSVP can hire James Mangold, Anthony Russo, Soubin Shahir, Joe Russo as they are the top directors (superhit movies with average rating >8)
8. Based on the median rating Mammooty and Mohanlal can be hired as the actor for their next project.
9. Based on total votes and average rating for movies released in India Vijay Sethupathi, Fahadh Faasil, Taapsee Pannu, Kriti Shanon can be hired for the upcoming projects.
10. Based on the number of Super Hit movies, the actresses Parvathy Thiruvothu, Susan Brown and Amanda Lawrence can be casted for the Drama genre.