

EXECUTIVE SUMMARY AND RECOMMENDATIONS

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

1. The highest number of movies were produced in March.
2. Based on insights drawn RSVP movies can focus on the Drama genre for its next project as drama is the most popular genre with 4285 movies, and an average duration of 106.77 minutes.
3. Action and thriller genres can also be explored as they exist in top three genres.
4. James Mangold is the top director in the top three genres with the highest number of superhit movies. He can be hired as the director for the next project.
5. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
6. 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.
7. For Hindi movies released in India based on total votes and average rating of 7.74 received, Taapsee Pannu can be chosen as the actress and based on total votes and average rating of 8.42, Vijay Sethupathi can be added for the upcoming project.
8. Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
9. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies.
10. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.