

# EXECUTIVE SUMMARY

The below mentioned insights were obtained from the IMDB movies dataset:

- a) There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of **March**.
- b) **Drama** is the most popular genre with **4285 number of movies** and **average duration of 106.77 minutes**. A total of 1078 drama movies were produced in 2019.  
Hence, IMDB can focus on Drama genre for its future film. **Action and thriller** genres can also be explored as they belong to the top three genres.
- c) **Dream Warrior Pictures or National Theatre Live production companies** have the produced the highest number of hit movies among all production companies.
- d) The top three production houses based on the number of votes are **Marvel Studios, Twentieth Century Fox and Warner Bros**.
- e) **Star Cinema and Twentieth Century Fox** are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
- f) The top director in the top three genres with highest number of superhit movies is **James Mangold**. He can be hired as the director for the upcoming project.
- g) Based on median rating, **Mammootty and Mohanlal** can be hired as the actor for the next project.
- h) 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.
- i) Based on total votes and average rating of 8.42 for movies released in India, **Vijay Sethupathi** and **Taapsee Pannu** can be added to the cast woo Indian audience for the upcoming project.