

EXECUTIVE SUMMARY & RECOMMENDATIONS

After Analyzing IMDB data for the upcoming movie project of RSVP, decisions based on insights from the analysis:-

1. Most Movies are produced in the Drama(Highest) genre, and published in the Month of March, so RSVP can the Drama genre and March month to publish the movie.
2. Based on the average rating Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project and also Vijay Sethupathi can be hired as the additional actor for their next project as a very popular choice for the audience.
3. Taapsee Pannu(1st) can be a good choice for their next project based on average rating and also Parvathy Thiruvothu(1st) can be a good option as she gave hit in the drama genre previously.
4. James Mangold(1st) can be hired as the director for their next project, Similarly, Susan Brown(2nd) also can be a good option as a director, they have given hit and good rating movies.
5. Global production house Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd), or Warner Bros got the highest votes it will be a good choice for global presence.
6. Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company, as they have produced the highest number of hit movies among all production companies.
7. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies.