

Executive Summary - Analysis/Insights drawn from IMDB data for RSVP movies:

- The highest number of movies is produced in the month of March.
- The drama genre had the highest number of movies produced overall. 'Drama' genre movies have an average duration of 106.77 mins. RSVP can plan to make a movie of the 'Drama' genre as it holds a given potential. 'Parvathy Thiruvothu', 'Susan Brown', and 'Amanda Lawrence' are the top 3 actresses based on the number of Super Hit movies (average rating >8) in the drama genre
- RSVP can consider the 'Thriller' genre holds 3rd rank in terms of movies produced in the last years.
- 'Dream warrior Pictures' and 'National Theatre Live' production house has produced the most number of hit movies where average rating > 8
- Top three directors in the top three genres('Drama', 'Action', 'Comedy') where movies with an average rating > 8, who can be hired by RSVP Movies are 'James Mangold', 'Anthony Russo' and 'Joe Russo'.
- The top two actors whose movies have a median rating >= 8, which can be signed up for future projects are 'Mammootty' and 'Mohanlal'
- 'Marvel Studio', 'Twentieth Century Fox' and 'Warner Bros.' are the top three production houses based on the number of movies votes
- 'Vijay Sethupathi' with an average rating of 8.42 and 'Taapsee Pannu' with an average rating of 7.74, should be considered for the next future project if RSVP Movies is planning to woo its local Indian audience.
- RSVP production house should aim for 8+ on a median rating as this will increase their chance to produce Superhit movies
- 'Drama', 'Comedy' and 'Thriller' are the 3 topmost genres with highest-grossing movies of each year.
- 'Star Cinema' and 'Twentieth Century Fox' are the top two production houses that have produced the highest number of hits among multilingual movies