

EXECUTIVE SUMMARY AND RECOMMENDATIONS

After analysing the IMDB dataset and drawing insights from it, we can make following recommendations to the RSVP production company:

- RSVP Movies should focus on 'Drama' genre for their next project. Since this genre had the most number of movies(1074) made in 2019.
- The future project can have a running time of approx. 107 min as it is the average duration of drama genre.
- Production company like Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) could be their next project's partner.
- James Mangold can be hired as the director for their next project because of the highest average rating.
- Based on the median rating, Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next project.
- Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
- As a global partner, Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd) or Warner Bros. can be chosen as the number of votes received is comparatively higher than other production houses.