

Executive Summary

The following are the insights which were derived from analysing the IMDb dataset and recommendations which can be given to RSVP production company for their future project:

1. Drama is the most popular genre followed by thriller and comedy, Drama also being the most voted genre of 2017, producing a movie with this genre with average movie duration of 105 minutes will be beneficial.
2. Marvel Studios, Twentieth Century Fox and Warner Bros are the production houses with most successful projects but Twentieth Century fox should be considered for partnering as it has also produced hit multilingual movies.
3. One of the Top directors who has produced most of the hit movies is James Mangold, he can be hired as director .
4. Based on the ratings Mammooty or/and Mohanlal can be hired as the actors.
5. Parvathy Thiruvothu can be considered for the actress role and Andrew Garfield as an actor as both have starred in super hit movies with Drama genre.
6. Vijay Sethupathi followed by fahad fasil can also be hired to woo Indian audiences as their movies have received the highest total votes and average rating.
7. Taapsee Pannu, kriti sanon and divya dutta can also be chosen to woo the Indian audience as the actresses from hindi movies, based on their total votes and average rating .
8. German movie plots can be considered while producing a movies as they have received the highest votes.