

Summary

The RSPV, an Indian production house has provided us with the dataset which contains the details of all the movies that have been released worldwide for the past 3 years starting from 2017 to 2019.

Insights:

Of these 3 years it is evident that **highest number** of movies were released in **2017** and collectively most no. of movies are released during the **March** month of the year with the **least** number of movies released during **December**. There are various genres of the movie released, of that **drama** has the highest releases with an average duration of **106.77** mins followed by are comedy and thriller.

The movie **Kirket** has the highest average rating. It seems that highest number of movies are having a median rating of 7. The **Thriller** and **Comedy** genre of movies have produced the **highest gross during 2019**. **Star Cinema** is the top production house with **multilingual** productions.

Recommendations:

The company can plan of producing a combination of *thriller, drama, action* movie for their next production with choices of *James Mangold, AL Vijay, Andrew Jones and Chris Stroke* as director and leads as *Vijay Sethupathi, Fahad Fasil, Mammotty, Mohan Lal* for actor and *Tapsee Pannu, Shraddha Srinath, Anupama Parameshwaran, Regina Cassandra* and *Parvathy Thiruvothu* as choices for actress and *Yogi Babu* as a choice for Comedian as they have the highest movies released and high average actor rating and can plan to release the movie during *July* month as they have less releases all over the year.