

EXECUTIVE SUMMARY

The following insights were derived for RSVP movies after analysing the IMDb dataset:

Segment 1:

- ❖ There is a downward trend in the number of movies produced over the years.
- ❖ Highest number of movies (3052) were released in March in the year 2017
- ❖ In the year 2019, 1059 movies were produced in USA and India.
- ❖ Drama is the most popular genre having an average duration of 106.77 minutes.

Segment 2:

- ❖ 'Dream Warrior Pictures' and 'National Theatre Live' are the two production houses that produce highest rated movies.
- ❖ German movies are more popular than Italian movies on the basis of total votes count.

Segment 3:

- ❖ James Mangold, Anthony Russo and Joe Russo are the top three directors in the top three genres. RSVP team can collaborate with them for future projects.
- ❖ Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
- ❖ Based on total votes and average rating for movies released in India, Vijay Sethupathi and Taapsee Pannu can be added to the cast woo Indian audience for the upcoming project.

Segment 4:

- ❖ Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits.
- ❖ Parvathy Thiruvothu, Susan Brown and Amanda Lawrence are the top 3 actresses based on number of Super Hit movies in Drama genre.