

## EXECUTIVE SUMMARY

After analysing the IMDb dataset, the following key insights and recommendations have been identified for RSVP Movies:

1. The number of movies produced has shown a downward trend over the years, with the highest production observed in March.
2. Drama is the most popular genre, with 4,285 movies and an average duration of 106.77 minutes. In 2019 alone, 1,078 drama movies were released.
3. RSVP Movies should prioritize Drama for their next project. Action and Thriller genres also present strong opportunities.
4. Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies and could be ideal production partners.
5. For global reach, Marvel Studios, Twentieth Century Fox, and Warner Bros. should be considered based on high audience engagement.
6. Star Cinema and Twentieth Century Fox have the highest number of successful multilingual movies, making them strong candidates for global collaborations.
7. James Mangold, the most successful director across top genres, is recommended to lead the next project.
8. Mammooty and Mohanlal, with high median ratings, are strong choices for lead actors.
9. Parvathy Thiruvothu and Andrew Garfield are ideal candidates for lead roles in the Drama genre.
10. Vijay Sethupathi, with an average rating of 8.42 for Indian films, can help attract Indian audiences.
11. Taapsee Pannu, with an average rating of 7.74 for Hindi films, is a strong choice for the female lead.

By leveraging these insights, RSVP Movies can create a successful and globally appealing film.