

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Post analysis of IMDB dataset by RSVP movies, we can draw below insights:

- 1. Drama is the most popular genre with 4285 number of movies and an average duration of 106.77 minutes. RSVP can focus on this genre.
Action and Thriller genres are also popular.*
- 2. Most movies were rated 6-8 on median rating scale, so aiming for 8+ on median rating will increase the chances of the movie being superhit.*
- 3. Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.*
- 4. 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.*
- 5. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.*
- 6. The top director in the top three genres with highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
RSVP can also consider directors: Anthony Russo, Joe Russo and Soubin Shahir for their future projects.*
- 7. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
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.*