

## **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

After the in-depth analysis of the IMDB dataset, here are the key findings we uncovered for the RSVP movies:

1. **Movie Production trends:** The highest number of movies were produced in the year 2019 after which there has been a decline in the number of movies produced with each year. overall, the highest output being in the month of March.
2. **Popular Genre:** 'Drama' genre is by far the most popular genre with 4285 movies in overall with average duration of 106 min 46 sec and 1078 movies in 2019 alone.
3. **Genre Focus:** RSVP movies can focus on 'Drama' for its future movies with 'Comedy' and 'Thriller' as viable alternatives.
4. **Production Companies:** Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
5. **Global Partners:** 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.
6. **Multi-lingual production houses:** 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 and should be considered for their next project.
7. **Director:** James Mangold can be hired as the director for RSVP's next project as he given highest number of hit movies.
8. **Actors:** Mammooty or Mohanlal can be considered along with Vijay Sethupathi who has given highest number of hit movies in India
9. **Actress:** Taapsee Pannu can be considered as she is the top-rated actress in Hindi movies with average rating of 7.74. Along with Parvathy Thiruvothu can be considered based on the number of Super Hit movies in Drama genre.