

# **EXECUTIVE SUMMARY & RECOMMENDATIONS OF**

## **IMDB MOVIE CONTENT**

After analysing the IMDB dataset we can draw some conclusions & Here are the main bullet points based on the listed insights.

- There is downward trend going on in making of movies in 2017 compared to 2019 i.e.
  - 3052 movies in 2019
  - 2944 movies in 2018
  - 2001 movies in 2017.
- 824 movies are made in March 2017 (This is highest count made in any year)
- A total of 1078 movies were produced in the year 2019 in 'Drama' genre. Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes.
- From the top three genres the following movies have the highest worldwide gross income;
  - In 2017, Star Wars: Episode VIII - The Last Jedi
  - In 2018, Avengers: Infinity War
  - In 2019, Avengers: Endgame.
- From the top three movies based on their average rating are:
  - Kirket
  - Love in Kilnerry
  - Gini Helida Kathe
- Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
- Top two production houses which have highest number of hits (median rating $\geq$ 8) among multilingual movies are Star cinema & Twentieth Century Fox.
- The top 3 directors based on their highest rating average are:
  - James Mangold,
  - Anthony Russo
  - Soubin Shahir
- Based on the median rating, Mammooty & Mohanlal are top two actors.
- Top three Indian actors based on their average ratings are:
  - Vijay Sethupathi
  - Fahadh Faasil
  - Yogi Babu
- The top three actresses based on their ratings in Hindi movies are:
  - Taapsee Pannu
  - Kriti Sanon
  - Divya Dutta.
- The top three actresses based on Number of Super-Hit Drama movies are:
  - Parvathy Thiruvothu
  - Susan Brown
  - Amanda Lawrence.