

EXECUTIVE SUMMARY & RECOMMENDATION

After analysing the IMDB dataset we can draw some points based on the listed insights:

- Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
- From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
- RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
- Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
- 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.
- Due to higher average rating, James Mangold can be hired as the director for their next project.
- Based on the median rating, Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next project.
- Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.