

Analysis on IMDB data by RSVP movies following insights are derived

1. Highest movies were released in 2017. Highest number of movies were produced in the month of **March**.
2. There were 13 genres present in the movie dataset.
3. Average duration of most of the movies in each genre is between **92.72** mins to **112** mins. In which the most popular genre is **Drama** whose average duration is **106.77**.
4. After the drama genre, the popular genres are **comedy** and **thriller** so the RSVP production house can focus on these genres for their future films.
5. Popular production houses with an average rating more than 8 are **Dream Warrior Pictures** and **National Theatre Live** production houses.
6. During the highest movie release month and year, which was March 2017, in the USA the popular genres were drama, comedy, action and thriller.
7. German votes > Italian votes.
8. Top 3 directors with average movie rating greater than 8 are **James Mangold**, **Anthony Russo** and **Soubin Shahir**.
9. Top 2 actor with median rating greater than 8 are **Mammootty** and **Mohanlal**
10. Top 3 production houses based on the numbers of votes are **Marvel Studios**, **Twentieth Century Fox** and **Warner Bros**.
11. **Top Indian Actor** who has worked on more than 5 Indian movies with **8.42** average rating is **Vijay Sethupati**.
12. Top two production houses who have produced the highest number of hits among **multilingual movies** are **Star Cinema** and **Twentieth Century Fox**.
13. **Parvathy Thiruvothu** is on the top actresses with average rating of **8.25** and maximum numbers of votes.

Conclusion:

- 1) RSVP's next movie should be around **100 mins**. (point 3)
- 2) Movie genre should be from **drama**, **comedy** and **thriller** (point 3,4,6)
- 3) RSVP can tie up with **Dream Warrior Pictures** and **National Theatre Live** production houses because these two houses has produced the most number of hit movies (**average rating > 8**)
- 4) Suggested actor: **Vijay Sethupati** (point 11)
- 5) Suggested actresses : **Parvathy Thiruvothu** (point 13)
- 6) Suggested director : **James Mangold**, **Anthony Russo**, and **Soubin Shahir** (point 10)