

EXECUTIVE SUMMARY

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This summary provides important insights derived from the given data and some recommendations to be given to RSVP movies for their next project.

About data:

The number of movies produced in 2019 has drastically decreased. We can observe that according to the data provided, the movies produced in November and December 2019 are 97 and 16 respectively and that is comparatively a small number because every other month in these 3 years had more than 130 movies produced. This **may be** inaccurate data for reasons like data not being updated, or an error in typing the value, etc. However, for this project we will ignore this aspect and consider it to be accurate data.

Genre:

RSVP movies can consider having its next movie to belong to only one genre because the highest number of movies, i.e. 41% of all movies produced in 2017, 2018 and 2019 had only one genre. This Genre can be 'drama'. Drama holds rank one in 'highest number of movies produced in all 3 years (4285 movies) and in each year'. It is the top genre that has the 'highest number of movies with an average rating greater than 8'. It is also among the 'top 3 genres that have earned the highest worldwide gross income'. The other top genres in these criteria are comedy, thriller, and action.

Duration:

The average duration of movies of genre drama is 106.77 minutes.

Month of release:

Rank 1 and Rank 2 for 'highest number of all movies and highest number of 'DRAMA' movies published in a month' belongs to March and September respectively. The other two top months are January and October.

Partnership with production houses:

RSVP Movies can partner with production house 'National Theatre Live' because it has produced the 'most number of hit movies, i.e. average rating > 8' (it tops even if the genre is specifically drama). 'Dream Warrior Pictures' is another top production house in this category.

It can also partner with 'Twentieth Century Fox' because it is among the top two in 'top production houses based on the number of votes received by the movies produced' (the others that top are 'Marvel Studios' and 'Warner Bros. '); and 'top production houses that have produced the highest number of hits (median rating ≥ 8) among multilingual movies' ('Star Cinema' also tops in this category).

Directors:

James Mangold is the 'top director in the top three genres whose movies have an average rating of more than 8' (and also tops if the genre is specifically 'drama'). The next two top directors are Joe Russo and Anthony Russo.

Steven Soderbergh is among the 'top 3 directors based on number of movies produced, average ratings and other parameters' (the other two are A.L. Vijay and Andrew Jones).

ACTORS/ACTRESSES:

Mammootty is the 'top actor (even in the drama genre) based on number of movies and whose movies have a median rating ≥ 8 ' (the next top actor in the same category is Mohanlal).

Susan Brown, Amanda Lawrence, Denise Gough are the 'top 3 actresses based on number of Super Hit movies (average rating >8) overall and in the drama genre'.

To give a regional feel and woo the local audience - Vijay Sethupathi (acted in Tamil and English movies) and Taapsee Pannu (acted in Hindi and Telugu movies) can be hired as they are the 'top actor and actress respectively based on weighed average based on votes and who have acted in at least five Indian movies'.

Other Actors:

Character actors and filler actors can be those who have worked in *Kirket* (India), *Gini Helida* (India), *Fan* (India), *The Brighton Miracle*, *Our Little Haven*, *Zana*, 'Family of Thakurganj' (India), *Ananthu* V/S *Nusrath* (India) – as these movies are among 'the top 6 movies based on average rating (and top 5 in the drama genre)'.