

# Executive summary

Insights and recommendation for RSVP movies after analyzing the IMDB dataset

- The number of movies per year has decreased over the years. Considering all three years, the largest number of movies were produced in March.
- Drama, with 4825 movies, emerged as the most popular genre, with an average duration of 106.77 minutes. Thriller movies ranked top 3 among all genres in terms of number of movies
- Dream Warrior Pictures and National Theatre Live has produced the greatest number of hit movies (average rating greater than 8).
- The top production houses based on the number of votes received by their movies, are Marvel Studios followed by Twentieth Century Fox and Warner Bros, respectively. The top two production houses that have produced the highest number of hits among multilingual movies are Star Cinema and Twentieth Century Fox, respectively.
- As RSVP gears up for the release of a film targeting a global audience in 2022, a strategic collaboration with these production houses, particularly, Twentieth Century Fox could be particularly advantageous
- The top three genres having the highest number of movies with an average rating exceeding 8 are drama, action, and comedy. Among these genres, the top three directors with the most movies are James Mangold, Anthony Russo, and Joe Russo. Considering this, RSVP could potentially collaborate with any of these directors to produce a movie within these genres to create a film that would resonate with a broad audience.
- The leading actors with movies having a median rating of  $\geq 8$  are Mammooty and Mohanlal.
- Vijay Sethupathi secures the top rank based on average rating and total votes while Taapsee Pannu claims the number 1 position among actresses with a similar criterion.
- Parvathy Thiruvothu emerges as the top actress in the drama genre, based on the number of Super Hit movies (average rating  $> 8$ ).
- Therefore, making a movie with 2 or 3 of these actors would give it an edge over others as they possess exceptional acting skills and are also adored by the audience.