

## EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for RSVP movies after analyzing the IMDb dataset –

1. There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March.
2. Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes.
3. RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored.
4. Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
5. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses must be considered for a global partner.
6. Star Cinema and Twentieth Century Fox are the top two production houses among multilingual movies.
7. The top director in the top three genres with superhit movies is James Mangold can be hired for the next project.
8. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
9. Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
10. Based on total votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast for the upcoming project and Taapsee Pannu can be chosen as the lead actress for Hindi movies.