**EXECUTIVE SUMMARY**

From the data we were able to get the following insights:

1. The number of movies produced reduced over the years and most movies were produced in March overall.
2. The Drama genre had the highest number of movies produced overall with the count of 4825. This genre had an average duration of 106.77 minutes.

With a focus on Drama, the other top 2 genres Thriller and Action can also be aimed for the next project.

1. Dream Warrior Pictures and National Theatre Live have both produced the greatest number of hit movies. RSVP movies can try to partner with one of these production houses for their next project.
2. Since James Mangold is having highest average rating, he can be hired as the director for the next project.
3. Marvel Studios, Twentieth-century Fox, and Warner Bros are the most popular production houses. It will be a huge success if RSVP Movies is able to get one of these as a global partner.
4. Vijay Sethupathi has the highest average rating among Indian actors and Taapsee Pannu among the actresses. RSVP should cast these top actors.
5. Star Cinema and Twentieth Century Fox are the top two production houses in terms of the number of hit multilingual movies. Partnering up with these production companies can help the new movie reach a wider audience.
6. Steven Soderbergh and Sam Liu have the highest average rating in all directors. RSVP movies can try to secure these directors.