EXECUTIVE SUMMARY

ON

IMDB MOVIES CASE STUDY

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PRASAD BALE

The following are recommendations to RSVP movies to be successful in their future movies based on the insights derived from the case study:

1. Genre: Drama has the genre with the most number of movies made in 3 years with 4285 movies and an average duration of 106.77 minutes, followed by Comedy and Thriller. Hence, it is recommended that RSVP selects movie genre from these to be successful.

2. Directors: James Mangold, Anthony Russo, Joe Russo, Soubin Shahir are among the top 2 rated directors in terms of number of movies made in top 3 genre i.e., Drama, Comedy and Thriller.

3. Production houses:

    a. Dream Warrior Pictures, National Theatre Live are among the top 1 rated production houses in terms of number of movies made with average rating more than

    b. Marvel Studios, Twentieth Century Fox, Warner Bros. are the 3 most popular production houses in terms of number of votes received

    c. Star Cinema, Twentieth Century Fox are among the top 2 rated production houses in terms of number of multilingual movies with median rating of more than 8

4. Actors:

    a. Mammootty, Mohanlal are the top 2 rated actors with highest ratings

    b. Vijay Sethupathi, Fahadh Faasil are the top 2 rated actors in India in terms of number of votes

5. Actress: Taapsee Pannu, Divya Dutta are top 2 rated actress in Hindi movies in India

6. Rating: Median rating for most of the movies is between 6 and 7. RSVP movies should aim for an average rating of more than 7 to produce a hit movie.