

EXECUTIVE SUMMARY AND RECOMMENDATIONS:

- ❖ There is a downward trend of movie produced over the years. Highest number of movies were produced during the month of march.
- ❖ A total of 1078 movies were produced in the year 2019 in 'Drama' genre. Therefore, RSVP Movies should focus on 'Drama' genre for their next project.
3) From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
- ❖ Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
5) Due to higher average rating, James Mangold can be hired as the director for their next project.
- ❖ Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
- ❖ 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.
- ❖ Approximately, the future project could have an average duration of 107 mins.