

Executive Summary and Recommendation

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

1. We can see that there is a downward trend in the number of movies produced over the years.
2. Highest number of movies were produced in the month of “March”.
3. RSVP movies can focus on Drama genre for its future film as drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. Total of 1078 drama movies were produced in 2019.
4. Following drama genre, Action and thriller genres can also be explored as they belong to the top three genres.
5. When it comes to producing highest no. of hit movies, “Dream Warrior Pictures” or “National Theatre Live” production companies are at top among all production companies.
6. Based on the number of votes received by their movies “Marvel Studios”, “Twentieth Century Fox” and “Warner Bros” are top three production houses and must be considered for a global partner.
7. “Vijay Sethupathi” can be added to the cast woo Indian audience for the upcoming project based on total votes and average rating of 8.42 for movies released in India.
8. “Taapsee Pannu” can be chosen as the actress based on total votes and average rating of 7.74 received for Hindi movies released in India.
9. In multilingual movies category “Star Cinema” and “Twentieth Century Fox” are the top two production houses that have produced the highest number of hits. As it covers global audience, these production houses should be considered for their next project.
10. “James Mangold” can be hired as the director for the next project as he is the top director in the top three genres with highest number of superhit movies.
11. “Mammootty” or “Mohanlal” can be hired as the actor for the next project if we consider median rating.
12. Based on the number of Super Hit movies, for Drama genre, “Andrew Garfield” can be considered as an actor and “Parvathy Thiruvothu” can be considered as the actress.