

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Post analysis on IMDB data by RSVP movies following Insights are derived:

1. March had the most number of movies produced.
2. Drama was the most popular genre with 4285 number of movies and an average duration of 106.7746. RSVP movies can focus on this genre for its future films. Action and Thriller genres also hold potential.
3. Most movies have a median rating between 6 and 8. 8+ movies can be considered as superhit movies. New movies should aim to be superhit movie.
4. Marvel Studios, Twentieth Century Fox and Warner Bros are the top three production houses based on the number of votes received by their movies. Star Cinema and Twentieth Century Fox are good contenders due to high number of superhit multilingual movies.
5. The top three directors from top three genre and having movies with rating greater than 8 are, James Mangold, Joe Russo and Anthony Russo
6. Mammooty and Mohanlal are the top 2 actors who has done highest number of movies with rating higher than 8.
7. In India, based on number of votes and having acted in at least 5 superhit movies, Vijay Sethupati is the top actor.
8. In India, based on number of votes and having acted in at least 3 superhit movies, Taapsee Pannu is the top actress, with average rating 7.74.
9. In the year 2017, Thriller movie 'The fate of the furious' has the highest gross income among the top 3 genre
10. Parvathy Thiruvothu, Denise Gough and Amanda Lawrence are the top 3 actresses based on number of Super Hit movies (average rating >8) in drama genre
11. Andrew Jones and A.L. Vijay are the top 2 directors based on number of movies produced.

