

RSVP Movie Case Study – Summary

Post analysis of IMDB data set we'll recommend following insights:

- 1) **Drama** was the most loved genre by audience with highest count of movies, followed by Comedy and Thriller genres.
- 2) A movie can have more than one genres. In IMDB data set there are **3289** movies which has exactly one genre. So RSVP Movies should focus more on the '**Drama**' genre movies with average duration of **approx.107** minutes.
- 3) **James Mangold** is the top director in the top genres followed by **Soubin Shahir** and **Russo Brothers**. So RSVP movies can prefer to hire James Mangold as director for their next project.
- 4) **Mammootty** and **Mohanlal** are top actors with highest median rating.
- 5) Based on the total number of votes received on their movies **Marvel Studios** is the most loved production house. **Twentieth Century Fox** and **Warner Bros** takes the 2nd and 3rd spot. So it can be concluded that RSVP movies should consider these production houses as their Global partner for next project.
- 6) **Star Cinema** and **Twentieth Century Fox** are the top two production houses that have produced the highest number of hits (median rating ≥ 8) among multilingual movies.
- 7) In India **Vijay Setupathi** can be considered for the next project as he is the top actor based on average rating.

8) **Tapsee Pannu** is the top actress in Hindi Film industry with highest average rating and **Sangeetha Bhat** is the top actress with highest number of votes and highest average rating in the Drama genre across the world.