

## Executive Summary and Recommendations

After analysing the IMDB dataset we can draw some points based on the listed insights:

- The Highest number of movies is produced in March i.e. 824 movies.
- There are 13 unique genres in the dataset. So, RSVP Movies should plan to make a movie of one of these genre. Drama has highest number of movies produced i.e. 4285 and the average duration of 106.77 mins. So, based on our insights, RSVP Movies should focus on the 'Drama' genre.
- Median Rating of 8+ will increases chances of superhit movie.
- Dream Warrior Pictures and National Theatre Live both had produced highest rated films.
- James Mangold can be hired as the director for RSVP's next project. His movies, 'Logan' and 'The Wolverine'.
- The top actors with highest average median rating are Mammooty with more than 8 and Mohanlal with 5.
- In India, Taapsee Pannu can be chosen as the top actress with average rating 7.74 and top actor is Vijay Sethupathi with average rating 8.42.
- Sangeetha Bhat, Fatmire Sahiti, Adriana Matoshi are the top 3 actresses based on number of Super Hit movies (average rating >8) in drama genre.
- Marvel Studios, Twentieth Century Fox and Warner Bros. are the top three production houses based on the number of votes received by the movies they have produced. Yes, Marvel Studios rules the movie world.
- Star Cinema and Twentieth Century Fox are top two production companies that have produced the highest number of hits (median rating  $\geq 8$ ) among multilingual movies.
- Star Wars: Episode VIII - The Last Jedi, The Fate of the Furious, Despicable Me 3 are the five highest-grossing movies of each year that belong to the top three genres.