

Executive Summary and Recommendations

After analyzing the IMBD dataset, the following insights can be drawn

1. The highest number of movies are produced in the month of March.
2. The maximum number of movies produced combined for three years and in last year (2019) is for Drama genre with count 4285 and 1078 respectively. So, RSVP movies can focus on Drama genre.
3. Based on movie counts the other three genres in top four are comedy, thriller and action.
4. Drama genre movies has an average duration of 106.77 mins.
5. There are no outliers present in the ratings tables.
6. Most movies produced are in the range 6-8 on median rating scale and movies with a median rating of 7 is highest in number.
7. James Mangold can be appointed as the new director by RSVP movies, as he is the top director in top three genres bases on movie counts and average rating greater than 8.
8. Based on the top median ratings and movie counts, Mammotty (Ranked 1st) and Mohanlal (Ranked 2nd) can be employed by RSVP movies.
9. Based on the total votes Marvel Studios is the first production house followed by Twentieth Century Fox and Warner Bros. So, RSVP movies can collaborate with these production house for global reach.
10. Since, RSVP movies is based out of India, to woo local audience Vijay Sethupathi and Taapsee Pannu can be the better choice as they are the top actor and actress based on weighted average ratings.