

Executive Summary

This analysis of the movie dataset reveals several key insights that can inform RSVP Movies' strategic decisions:

1. Genre Trends: The most produced genre is 'Drama', followed by 'Comedy' and 'Action'. The 'Thriller' genre ranks 4th in terms of the number of movies produced.

2. Dataset Scope: The dataset includes 7997 rows for both directors and genres.

3. Null Value Analysis:

- 528 rows have null values in 'production_company'.
- 194 rows in 'language'.
- 3724 rows in 'worldwide_gross_income'.
- 20 rows in 'country'.

4. Ratings Insight: Top 10 movies by average rating span diverse genres, proving quality content matters most.

5. Release Trends:

- Maximum movies are released in March, indicating a production-distribution focus around this month.
- Least number of movies are released in December, implying greater actor availability for future planning.
- There's a 3-month gap between the peak (March) and the trough (December), which can be used for scheduling.
- A declining trend in releases is seen from April to July.
- An increasing trend is observed from August to October.
- Despite festive season (Oct–Dec), a drop in releases in November and December is notable.
- January sees a sharp rise, with double the releases compared to December.

Recommendations:

- Align new releases and marketing campaigns with March and January.
- Leverage actor availability between December and March for pre-production.
- Focus on high-performing genres like Drama and Action, and explore cross-genre stories.
- Address missing data in key fields for better decision-making and insights.

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