**EXECUTIVE SUMMARY&RECOMMENDATIONS**

The following are the insights derived after the analysis of RSVP movie case study:

The data provided for movie produced in the year 2017-2019.There is a downfall in the movie productions noticed over years.The highest number of movies around 824 movies were released in the month of march.

4285 movies were produced in the Drama genre with average of 1078 movies in the year 2019. This says that Drama genre is being popular so RSVP can produce movie specializing on Drama genre in the future. Action and thriller tops 3rd with 1484 movies which can also be taken into consideration.

According to the number of hit movies the Drama Warrior Pictures tops up with the rank 1 and National Theatre Live with rank 2. In accordance with the vote received for the production companies Marvel studios, 20th Century Fox and Warner Bros tops the first 3 ranks.Star Cinemas and 20th Century Fox has produced highest number of multi-language movies, so these production companies can be considered for global audience coverage in future.

Based on the top directors in the top three genres the highest number of super hit movies is given by James Mangold. He can be hired as director for the next project.

For Drama based movies Sangeetha Bhat can be considered for casting. As per median rating of 8, Mammootty and/or Mohanlal can be hired as the actor for the next project. Also actor Vijay Sethupathi can be added for the upcoming project as per the total votes and average rating of 8.42 for movies released in India. Actress Taapsee Pannu can be chosen as actress with 7.74 average ratings received for hindi movies released in India.