

EXECUTIVE SUMMARY & RECOMMENDATIONS

RSVP MOVIES:

The insights derived from **RSVP MOVIES** after analysing the **IMBD DATASET** are as mentioned below:-

1. Highest number of movies were released in the year **2017** & Highest number of movies produced were in the month of **MARCH**.
2. **1059** movies were produced in the year **2019** in **INDIA & USA**.
3. **RSVP MOVIES** can plan to make this genre as the highest number of movies produced overall with **4285** movies in **Drama genre**.
4. **THRILLER Movie** has RANK 3 with Movie Count **1484** can also be preferred as it comes in **top 3 genres**.
5. The production house with which **RSVP Movies** can **partner** for its next project with **Dream Warrior Pictures** or **National Theatre Live** or **both**.
6. The **top three directors** in the top three genres who can be hired by **RSVP Movies** are
 - **James Mangold**
 - **Anthony Russo**
 - **Soubin Shahir**.
7. **Mammootty & Mohanlal** are the **top 2 actors** whose movies have a median rating ≥ 8 .
8. **Marvel Studios, Twentieth Century Fox & Warner Bros.** are the **top three** production houses based on the number of votes.
9. **Top actor** is **Vijay Sethupathi**
10. **Taapsee Pannu** is top actress with average rating 7.74.
11. **Star Cinema & Twentieth Century Fox** are the **top 2** production houses with highest produced hits among **multilingual movies**.

RECOMMENDATIONS:

1. **Vijay Sethupathi & Taapsee Pannu** are top Indian actors recommended to attract local audience.
2. **Parvathy Thiruvothu** is recommended (top actress based on number of Superhits) in **drama movies**.
3. RSVP Movies can **partner** with **Dream Warrior Pictures** or **National Theatre Live** (produced highest number of hit movies)
4. **Marvel Studios, Twentieth Century Fox & Warner Bros.** are top 3 production houses based on number of votes. **Star Cinema & Twentieth Century Fox** produced highest number of hits among **multilingual movies**. RSVP Movies could partner with them for **global reach & wider audience**.
5. **James Mangold** (most superhit movies) & **Steven Soderbergh** (highest Average movie ratings and Popularity) can be hired **as director**.