

EXECUTIVE SUMMARY & RECOMMENDATIONS

Post the analysis of IMDB dataset, we can draw few insights which are addressed below.

1. In the year 2019 a total of 1059 movies were produced in USA or India.
2. Highest number of movies were made on the Drama genre out of 13 different genres. Therefore, RSVP movies should be focusing on the Drama genre for any upcoming projects.
3. The Drama genre also comes under the top three genres liked by audience.
4. RSVP movies should consider making a movie with average duration of around 107 minutes.
5. The Dream Warrior Pictures or National Theatre live, or both could be the next projects production company because they are the leading production houses.
6. RSVP movies should work with directors like James Mangold, Anthony Russo or Soubin Shahir because of their high average rating.
7. RSVP movies should sign actors like Mammooty and Mohanlal for their next project, as they have high median rating and audience appreciate their work.
8. RSVP movies should consider hiring actors like Vijay Sethupathi, Fahadh Fasil or Yogi Babu because they are fan favourites and can attract more regional based audience.
9. As per the highest vote, RSVP movies should sign Taapsee Pannu as the female actress for the upcoming project.
10. Considering that Marvel Studios, Twentieth Century Fox and Warner Bros are the highest voted Production houses, RSVP movies should consider involving them as global partners for their upcoming project. This can help in reaching global audience.