

EXECUTIVE SUMMARY

After analysing the IMDB dataset we can draw some points based on the listed insights:

- There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March.
- A total of 1078 movies were produced in the year 2019 in the 'Drama' genre with an average duration of 106.77 minutes. Therefore, RSVP Movies should focus on the 'Drama' genre for their next project.
- Approximately, the future project could have an average duration of 107 mins.
- From the dataset, we can predict that Dream Warrior Pictures or National Theatre Live or both could be their next project's production company as they have produced the highest number of hit movies among all production companies.
- Marvel Studios, Twentieth Century Fox and Warner Bros are the top three production houses based on the number of votes received by their movies and must be considered for a global partnership.
- Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
- The top director in the top three genres with the highest number of superhit movies is James Mangold. He can be hired as the director for their next project.
- Based on the median rating, Mammooty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- Actress to have the highest number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for the Drama genre.
- Based on the total votes and also for the regional feel (Indian), Vijay Sethupathi can be hired as the additional actor to have an appeal to the Indian crowd.
- With total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can also be chosen as the actress.