

Executive Summary

Segmented Analysis:

To achieve the goal, our analytical journey is divided into four segments. These insights will inform RSVP Movies decisions and ensure a data-driven approach to their new global project. Below are some summaries and their recommendation as per analysis.

1. **Understanding the Data:** We comprehend the dataset's structure and content.
 - Highest number of movies were made in Month of March and in year 2017.
2. **Box Office Performance Analysis:** We determine the average budget, identify top movies and calculate total movie profit in past three years.
 - RSVP Movies can partner for its next project with Dream Warrior Pictures and National Theatre Live.
 - Marvel Studios, Twentieth Century Fox and Warner Bros are top 3 production companies.
3. **Genre Insights:** We analyzed the dataset to find the most popular movie genre.
 - 'Drama' genre movies are most popular with total 4285 movies.
4. **Audience Rating Assessment:** We analyzed some personalities with the top median and average rating.
 - Taapsee Pannu and Vijay Sethupathi are top rated actress and actor with top average ratings.
 - James Mangold has higher average rating as the best director.
 - Mammooty with first rank and Mohanlal as second can be hired as the top Actor based on their median rating.

Conclusion:

This analytical journey equips RSVP Movies with valuable insights. By utilizing data-driven recommendations, they can strategically plan their global audience-friendly movie project. With this data, RSVP Movies is assured to create cinematic magic that resonates with audiences worldwide.