EXECUTIVE SUMMARY

Below are the insights drawn from IMDB dataset:

1. RSVP Movies should focus on the 'Drama' genre for its future film as a total of 1078 'Drama' movies were produced in 2019.

2. Drama is the most popular genre with an average duration of 106.77 minutes hence, the future project can have an average duration of 107 mins.

3. Apart from 'Drama' genre RSVP Movies can also focus on 'Thriller' or 'Comedy' Genre as they are one among top 3 genres.

4. From the dataset, Dream Warrior Pictures and National Theatre Live production houses have produced the most number of hit movies, so could be chosen for the next project as production company.

5. Top three production houses based on the number of votes received by their movies are Marvel Studios, Twentieth Century Fox and Warner Bros must be considered for a global partner.

6. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. should be considered for their next project Since the movie is meant for global audiences.

7. Mammootty(rank 1st) and Mohanlal(rank 2nd) are considered to be hired for the next project based on the median rating.

8. James Mangold is one of the top three directors and can be hired for the next project.

9. Based on the total votes received and average rating, Taapsee Pannu can be chosen as actress for the next project.