

Executive Summary

The analysis of RSVP Movies data has yielded several insights that can be used to guide us in decision-making in the film industry. The highest number of movies in a year stands at 3052 in the year 2017 and highest number of movies produced in a month was observed in March, with an average of around 2300 movies per year, while Drama was the most produced genre with 4285 movies. The top 10 movies with the highest average ratings include Kirket and Love in Kilnerry with an average rating of 10.0, and Fan with an average rating of 9.6. Dream Warrior Pictures and National Theatre Live were the top production houses that produced the highest-rated films.

James Mangold, Anthony Russo, and Soubin Shahir were identified as the top three directors in the top three genres whose movies have an average rating greater than 8. Among the top actors with the most ratings, Mammooty and Mohanlal were identified, while Taapsee Pannu was highlighted as one of the best actresses in terms of average rating and maximum votes. The potential global partners for RSVP Movies were identified as Marvel Studios, Twentieth Century Fox, and Warner Bros.

Vijay Sethupati emerged as one of the most talented actors in India, while Andrew Jones was identified as the top director among the nine analysed, with five movies and an average rating of 3.02 and a total vote count of 1989.

Star Wars: Episode VIII – The Last Jedi was the highest grossing movie in the year 2017. We also found out that the average run time of action movie was higher than the rest of the genre. Star cinema and Twentieth Century Fox stands at first and the second place respectively in production company rank. Parvathy Thiruvothu stands as the top actresses based on number of Super Hit movies (average rating >8) in drama genre.

Overall, the analysis provides valuable insights that can be used to guide decisions in various aspects of the film industry, such as the selection of production houses, genres, actors, and directors, and the identification of potential global partners. The insights can help industry players to make informed decisions that are likely to have a positive impact on their businesses.

Based on the analysis of the data provided by RSVP Movies, some significant insights can be drawn.

1. Firstly, it was observed that the highest number of movies were produced in the month of March with an average of around 2300 movies per year.
2. Exact number of movies produced in the year 2019 were 1059 in INDIA and USA. Movies with Drama Genre were the most produced with 4285 movies produced.
3. We can see that there are 3289 movies that have only one Genre associated with it.
4. The highest average duration is 112.88 which is associated with the Action genre and lowest average duration is 92.72 with the horror genre.
5. The 'thriller' genre of movies has a movie count of 1484 and is ranked at the third position in terms of the number of movies produced among all genres.
6. After analysing the ratings table, the minimum and maximum values in each column except the movie_id column are 1.0 and 10.0 respectively. Additionally, the minimum value for the medium rating (i.e., the average rating across all movies) is 1, while the maximum value is 10.
7. Based on the available data, the top 10 movies in terms of average rating are:
 - Kirket -10.0*, Love in Kilnerry - 10.0* are on top 2 and based on average rating the movie Fan - 9.6* stands in 5th position.

**Average rating*
8. We also see the number of movies with a median rating of 7 that have a count of 2257 and Dream Warrior Pictures and National Theatre Live produced the highest rated films.
9. Based on the analysis, the top directors are James Mangold, Anthony Russo, Joe Russo, and Soubin Shahir.
10. Among the top actors with the most ratings are Mammooty and Mohanlal.
11. In terms of average rating and maximum votes, Taapsee Pannu is one of the best actresses to choose from.
12. According to the votes received by RSVP movies, Marvel Studios, Twentieth Century Fox, and Warner Bros. could be Global Partners.
13. Among the many talented actors in India, Vijay Sethupati is a name that has gained much attention.

14. Among the top multilingual movie production houses, Star Cinema and Twentieth Century Fox are the two production houses that have produced the highest number of hits (median rating ≥ 8) in terms of numbers of films produced.
15. Lastly, it was also analysed that out of 9 top directors Andrew Jones with 5 number of movies and an average rating of 3.02 and a total vote count of 1989 is the top one.