Executive Summary

Important Insights derived from the IMDB dataset and some recommendations to be given to RSVP movies for their project:

- ❖ India and USA produces huge number of movies each year. A total of 1078 movies were produced in the year 2019 in 'Drama' genre. RSVP Movies should focus on 'Drama' genre for their next project.
- ❖ Average duration for future project should be approx. 107mins
- ❖ RSVP Movies can partner with 'Dream Warrior Pictures' or 'National Theatre Live' for its next project.
- ❖ Taking into account the higher average rating in top 3 genres, James Mangold may be hired as director for their project
- ❖ 'Mammootty' and 'Mohanlal' both are top Actors based on median rating. They can be hired as the Actor for their next project.
- ❖ Based on the total votes received and average rating, 'Taapsee Pannu' can be chosen as the actress for their next project.
- ❖ 'Vijay Sethupathi' can be hired as the additional regional actor for their next project. Based on total votes and also for regional feel
- ❖ As a global partner, Marvel Studios, Twentieth Century Fox or Warner Bros. can be chosen as the number of votes received is comparatively higher than other production houses.