

INSIGHTS:

1. The number of movies released were highest in year 2017 ie 3052 movies and the lowest in the year 2019 ie 2001 movies. Most movies are released in the month of March and the least are released in the month of December for all combined three years.
2. Total number of 1059 movies were released in USA and India Combined in the year 2019.
3. There are varied number of genres released, with highest number being drama Movies and least being Family and other.
4. A total 3289 movies belonged to only one genre.
5. Action movies had the highest average duration and horror had the lowest average duration.
6. The movie Kirket and Love in Kilnerry had the highest average rating of 10. Majority of the movies had a median rating of 7 and the least had a median rating of 1.
7. The Dream Warrior Pictures and the National Theatre Live gave the majority of hit movies with average rating >8.
8. Of the movies released between 1 April 2018 and 1 April 2019, 361 were given a median rating of 8.
9. The German movies got a higher average total vote than Italian movies.
10. James Mangold, Joe Russo and Anthony Russo are the top three directors in the top three genres whose movies have an average rating > 8.
11. Mammootty and Mohanlal are the top two actors whose movies have a median rating >= 8.
12. Marvel Studios, Twentieth Century Fox and Warner Bros. are the top three production houses based on the number of votes received by their movies.
13. Vijay Sethupathi has the highest average rating according to the movies released in India.
14. Taapsee Pannu, Kriti Sanon, Divya Dutta, Shraddha Kapoor and Kriti Kharbanda the top five actresses in Hindi movies released in India based on their average ratings.
15. Comedy, Drama and thriller were the top three genres.
16. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits (median rating >= 8) among multilingual movies.
17. Sangeetha Bhat, Adriana Matoshi and Fatmire Sahiti are the top 3 actresses based on the number of Super Hit movies (Superhit movie: average rating of movie > 8) in 'drama' genre.

RECOMMENDATIONS:

1. RSVP should invest in producing movies of Comedy, Drama and thriller genre as they are the top genres.
2. They should look for actors like Mammootty and Mohanlal who have a median rating of more than 8.
3. They should look at the strategies adopted by Marvel Studios, Twentieth Century Fox and Warner Bros. as they are the top 3 production houses based on number of votes.
4. The movies like Kirket and Love in Kilnerry should also be kept in mind considering their average rating of 10.
5. Sangeetha Bhat, Adriana Matoshi and Fatmire Sahiti should be the actresses if the movie is of drama genre.
6. If the movie is multilingual then Star Cinema and Twentieth Century Fox production houses should be kept in mind.