

Executive Summary and Recommendations

After analysing the IMDb dataset, the following insights were derived for RSVP movies:

1. **Production Trends:** There has been a decline in the number of movies produced annually, with March being the peak month for the most movie releases.
2. **Genre Popularity:** Drama emerges as the most popular genre, with 4,285 movies averaging 106.77 minutes in duration. In 2019 alone, 1,078 drama films were produced.
3. **Focus Genres:** RSVP movies should prioritise the Drama genre for future films. Action and Thriller genres also rank among the top three and can be explored.
4. **Top Production Companies:** Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies.
5. **Global Partnerships:** Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on total votes received and should be considered for global partnerships.
6. **Multilingual Hits:** Star Cinema and Twentieth Century Fox lead in producing successful multilingual movies. These companies should be considered for projects targeting a global audience.
7. **Top Director:** James Mangold, the leading director in the top three genres with the most superhit movies, is a strong candidate for directing the next project.
8. **Lead Actors:** Based on median ratings, Mammooty and Mohanlal are recommended as lead actors for the next project.
9. **Lead Actress:** Parvathy Thiruvothu, with the highest number of superhit movies, and Andrew Garfield for the Drama genre are suggested.
10. **Indian Market Appeal:** Vijay Sethupathi, with a total votes and average rating of 8.42 for movies released in India, can attract the Indian audience for the upcoming project. Yogi Babu stands second in the list.
11. **Hindi Films:** Taapsee Pannu, with an average rating of 7.74 for Hindi movies released in India, is a strong choice for the lead actress.