

## **EXECUTIVE SUMMARY OF RSVP MOVIE CASE STUDY**

We have observed following insights after analyzing IMDB Dataset:

- Maximum no. of movies released in the year of 2017 following by 2018 and 2019 respectively.
- There is a trend to release highest no. of movies in the month of March.
- 'Drama' genre produced highest number of movies. RSVP Movies should focus on 'Drama' genre.
- Top 3 Movies are 'Kirket', 'Love in Kilnerry' and 'Gini Helida Kathe' based on average rating.
- Dream Warrior Pictures and National Theatre Live both have produced the maximum no. (3 Nos.) of hit movies.
- James Mangold and Russo Brothers hold the top position in the director list when it comes to Action movies.
- Based on average rating (>8), top director is James Mangold. He can be hired as the director for the next RSVP's project.
- Mammootty and/or Mohanlal are the top two actors from India. Any of them can be hired as an actor for the next RSVP movie.
- Marvel studios, Twentieth century fox and Warner Bros. are the biggest names in the production houses.
- Vijay Sethupathi and Taapsee Pannu recorded as India's top actor and actress based on their average rating.
- Star Cinema and Twentieth Century Fox are the top two production houses in terms of number of hit multilingual movies.
- Top 3 actresses based on number of Super Hit movies (average rating >8) in 'Drama' genre are Parvathy Thiruvothu, Susan Brown and Amanda Lawrence.