

## **EXECUTIVE SUMMARY**

After analyzing the IMDB dataset I noticed the following insights:

1. A total of 1078 movies were produced in the year 2019 in 'Drama' genre. Therefore, RSVP Movies should focus on 'Drama' genre for their next project.
2. RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
3. Approximately, the future project could have an average duration of 107 mins.
4. As a global partner, Marvel Studios Ranked 1<sup>st</sup>, Twentieth Century Fox Ranked 2<sup>nd</sup> or Warner Bros. can be chosen as the number of votes received is comparatively higher than other production houses.
5. Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
6. Due to higher average rating, James Mangold can be hired as the director for their next project.
7. Based on median rating, Mammootty and/or Mohanlal can be hired as the actor for the next project.
8. Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress
9. Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
10. Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.