

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Insights derived from the dataset and some recommendations to be given to RSVP movies for their project are as follows –

Trend:

- It has been observed, a **declining trend** in the number of movies released since 2017. Whereas the highest number of films were released in the month of **March**.

Prospective Genre:

- **Drama** is considered to be the most popular genre with **4285** movies having an average duration of approx. **106.77 minutes**, Even in terms of world gross income it has managed to aggregate the maximum amount in the last two years (2018-2019).
- The second most popular genre is **Comedy** followed by **Thriller**.

Production Companies :

- **Dream Warrior Pictures** or **National Theatre Live** production companies had produced the highest number of hit movies among all production companies.
- In the case of global partner **Marvel Studios**, and **Warner Bros** are considered to be best based on the number of votes received.
- If the future project is based on multilingual movies, then **Star Cinema** and **Twentieth Century Fox** can be the best choice for the production company.

Director:

- **James Mangold** or **Anthony Russo** should be approached as director for the next project as they have high average ratings.
- **Andrew Jones** can also be considered as an additional director, having the highest completion of movies in less duration of days.

Actors:

- With the highest median rating, **Mammootty** and the second-highest **Mohanlal** can be our prospective actors .
- To give a regional touch actor with the highest total votes **Vijay Sethupati** can be hired as an additional actor for the next release.

Actresses:

- To attract the Indian audience more, actresses like **Taapsee Pannu** or **Kriti Sanon** can be considered as having the highest average ratings,
- Based on the Super Hits movies in the drama genre, the best-performing actresses **Parvathy Thiruvothu**, **Susan Brown**, and **Amanda Lawrence** can also be good choices for the next project.