

# Executive Summary: IMDB Dataset Analysis for RSVP Movies' Production Strategy

After analysing the IMDB dataset, the following insights can be derived to guide RSVP Movies in their production strategy for upcoming films:

**1. Most Popular Genre:** The **Drama** genre leads with 4,285 movies and an average duration of 106.77 minutes, making it a prime focus for RSVP. Comedy and Thriller are also strong genre alternatives.

**2. Top Production Houses:** **Dream Warrior Pictures** and **National Theatre Live** have produced the highest number of hit movies, making them potential partners for future collaborations.

**3. Movie Production Pattern:** Movie production peaks in March, with the lowest output in December, indicating a seasonal trend that should guide release scheduling.

**4. Top Directors:** **James Mangold**, **Joe Russo**, **Anthony Russo** are Top 3 directors in top genre. So, RSVP should consider them for their next project.

**5. Actor Recommendations:** **Mammootty** and **Mohanlal** are top choices based on median ratings. For Indian films, **Vijay Sethupathi** stands out with the highest average ratings.

**6. Actress Recommendations:** **Taapsee Pannu** is recommended for leading roles based on her exceptional average ratings. **Sangeeta Bhatt**, known for superhit films, is also a strong contender.

**7. Top Production Companies:** **Marvel Studios**, **Twentieth Century Fox**, **Warner Bros.** lead in terms of votes and should be prioritized for global partnerships.

**8. For multilingual films:** **Star Cinema** and **Twentieth Century Fox** should be prioritized.

**Conclusion:** RSVP Movies should focus on high-rated Drama films, strategic partnerships, and cast selections with strong fan appeal to maximize success.