

## EXECUTIVE SUMMARY & RECOMMENDATIONS OF IMDB MOVIE CONTENT

- ❖ Over time, there has been a decline in the quantity of films made. The month of March saw the highest production of films.
- ❖ The most popular genre is drama, which has 4285 films with an average runtime of 106.77 minutes. In 2019, 1078 drama films in total were made.
- ❖ For its upcoming feature, RSVP Movies may concentrate on the drama genre. Since they are among the top three genres, the action and thriller subgenres can also be investigated.
- ❖ The production organisations that have created the most successful films overall are Dream Warrior Pictures and National Theatre Live.
- ❖ Based on the amount of votes obtained by their films, Marvel Studios, Twentieth Century Fox, and Warner Bros. are the top three production companies and should be taken into consideration when looking for a global partner.
- ❖ The top two studios that have created the most successful multilingual films are Star Cinema and Twentieth Century Fox. These production companies are strong candidates and ought to be taken into consideration for their upcoming project because the film is intended for a worldwide audience.
- ❖ James Mangold is the top filmmaker in the top three genres with the most super hit films. He is available to be the next project's director.
- ❖ Mammooty and/or Mohanlal may be chosen as the actor for the upcoming project based on the median rating.
- ❖ Parvathy Thiruvothu and Andrew Garfield can be regarded as actors in the Drama genre based on the amount of Super Hit films in which they have appeared.
- ❖ Vijay Sethupathi might be included to the cast of the next project to appeal to the Indian audience, according to the total votes and average rating of 8.42 for Indian films published.
- ❖ Taapsee Pannu can be picked as the actress based on total votes and average rating of 7.74 for Hindi films produced in India.