

## **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

Insights after analysing the RSVP IMDB dataset:

1. There is a decline in the number of movies produced over the years. March is the month with high number of movies produced which is 824.
2. From the data we can see that Drama is the most adored genre out of all with an average duration of 106.77 with highest number of movies throughout the years.
3. RSVP can work on genres Drama, Action, and Thriller as they are the top 3 most welcomed genres by the audience.
4. Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
5. Based on the number of votes received Marvel Studios, Twentieth Century Fox and Warner Bros are top 3 production houses by their movies.
6. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
7. RSVP can opt for Mammooty/Mohanlal as lead actors with Taapsee Pannu as actress/ Parvathy Thiruvothu and Vijay Sethupathi as they are the top artists based on the median rating, total votes.
8. As for the director they can go for James Mangold as he is the top director with high success rate in top 3 genres.
9. 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.