

Executive Summary and Recommendations

The following insights were derived for RSVP movies after analyzing the IMDb dataset:

1. Most of the movies were produced in the month of March with an average of about 2300 movies per year.
2. Drama was the most popular genre with 4285 number of movies and an average duration of 106.77 minutes. RSVP movies can focus on this genre for its future films. Action and Thriller genres also hold potential.
3. Most of the movies were rated between 6-8 on a median rating scale. Aiming for 8+ on a median rating will increase chances of a super hit movie.
4. Dream warrior Pictures and National Theatre Live had produced highest rated films. Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies as the movie will be for Indian audience primarily.
5. Top directors observed from the analysis are James Mangold, Anthony Russo, Joe Russo and Soubin Shahr. With the later 3 tied at #2 spot. RSVP can have its future projects with them.
6. Based on median rating, Mammootty and/or Mohanlal can be hired as the actor for the next project.
7. Taapsee Pannu can be chosen as actress as she is on the top of the list with average rating 7.74 and maximum votes.
8. Marvel Studios(1st) Twentieth Century Fox(2nd) & Warner Bros.(3rd) can be chosen as its Global Partners as number of votes received is maximum of their movies.
9. Based on total votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast woo Indian audience for the upcoming project.
10. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits (median rating ≥ 8) among multilingual movies.
11. James Mangold can be appointed as the new director by RSVP movies, as he is the top director in top three genres bases on movie counts and average rating greater than 8.