

Executive Summary:

Based on the analysis of the IMDB database, several key insights have been discovered in order to assist RSVP Movies in their upcoming project decisions. Firstly, the genre 'Drama' has the highest number of movies and should be a focus area. Secondly, movies with a median rating of 7 are the most common, indicating audience preferences.

Furthermore, Dream Warrior Pictures and National Theatre Live are the top production companies delivering hit movies (average rating > 8), making them potential partners. Interestingly, longer movie durations are associated with higher ratings, suggesting viewers appreciate well-developed storylines.

Regarding actors, Mammooty and Mohanlal have starred in the highest number of hit movies, while Taapsee Pannu tops the list for actresses in Hindi movies. Analyzing multilingual movie data, the production houses 'Star Cinema' and 'Twentieth Century Fox' have produced the most multilingual hit movies.

Recommendations:

1. Collaborate with Dream Warrior Pictures or National Theatre Live for the next project.
2. Consider producing a 'Drama' movie for higher ratings.
3. Explore opportunities to cast Mammooty, Mohanlal, or Taapsee Pannu in lead roles.
4. Invest in multilingual projects to expand audience reach, partnering with Star Cinema or Twentieth Century Fox.

By Overlooking at these insights, RSVP Movies has a high chances of increasing the successful film.