

# EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for RSVP movies after analyzing IMDB DATASET .

1. March month having the highest production.
2. Drama is the most popular genre, with 4285 movies and an average duration of 106.77 minutes. In 2019, 1078 drama movies were made.
3. RSVP movies should focus on Drama genre for future films. Action and thriller genres can also be explored.
4. Dream Warrior Pictures or National Theatre Live have the highest number of hit movies among production companies.
5. Marvel Studios, Twentieth Century Fox, and Warner Bros are top three production houses based on votes received and should be considered as global partners.
6. Star Cinema and Twentieth Century Fox produced the most hits in multilingual movies. Consider them for the next global project.
7. James Mangold is the top director in the top three genres with the highest number of superhit movies. Hire him for the next project.
8. Based on median rating, Mammooty and/or Mohanlal can be hired as actors. Parvathy Thiruvothu is suitable for Drama genre, and Andrew Garfield is a good fit as well.
10. For the upcoming project, add Vijay Sethupathi to woo the Indian audience based on total votes and average rating of 8.42 for Indian releases.
11. Taapsee Pannu is a recommended actress based on total votes and average rating of 7.74 for Hindi movies in India.