

Executive Summary and Recommendations

After doing the analysis for the IMDB dataset we can derive some points based on the insights below:

- The highest number of movies are produced in March i.e. 824 movies.
- There are 13 unique genres in the dataset. Drama has the highest number of movies produced i.e. 4285 and the average duration of 106.77 mins. So, based on our insights, RSVP Movies should focus on the 'Drama' genre.
- Median Rating of 8+ will increase chances of superhit movie.
- Dream Warrior Pictures and National Theatre Live, both have produced most hit movies.
- James Mangold can be hired as the director for RSVP's next project.
- The top actors with an average median rating of 8 or greater are Mammooty with 8 movies and Mohanlal with 5.
- In India, Taapsee Pannu can be chosen as the top actress with average rating of 7.74 and top actor is Vijay Sethupathi with average rating of 8.42.
- Sangeetha Bhat, Fatmire Sahiti, Adriana Matoshi are the top 3 actresses based on number of Super Hit movies (average rating >8) in drama genre.
- Marvel Studios, Twentieth Century Fox and Warner Bros. are the top three production houses based on the number of votes received by the movies they have produced. Yes, Marvel Studios rules the movie world.
- Star Cinema and Twentieth Century Fox are top two production houses that have produced the highest number of hits (median rating ≥ 8) among multilingual movies.