

EXECUTIVE SUMMARY AND RECOMMENDATIONS

This executive summary is based on an analysis of the IMDB dataset of movies produced in 2017, 2018, and 2019.

- We can see downtrend in number of movies produced from 2017 to 2019.
- Highest number of movies released in 2017 with 3052 movies.
- Most movies were released in the month of March, closely followed by September and January.
- There are 13 unique genres present of which Drama genre had the highest movies produced to 4285, Therefore, RSVP Movies should focus on 'Drama' genre for their next project.
- Approximately, the future project could have duration between approximate 93 mins to 113 mins.
- From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
- Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both production companies can be considered for their next project.
- Anthony Russo , Joe Russo and James Mangold are top three directors in the top three genres can be considered for their next project.
- Based on the median rating, Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- Based on the total votes received and average rating, for the regional feel Taapsee Pannu can be chosen as the actress for their next project.
- Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
- Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre
- Marvel Studios, Twentieth-century Fox, and Warner Bros are the most popular production houses. It will be a huge success if RSVP Movies is able to get one of these as a global partner.
- Star Cinema and Twentieth Century Fox are the top two production houses in terms of the number of hit multilingual movies. Partnering up with these production companies can help the new movie reach a wider audience.