

# EXECUTIVE SUMMARY AND RECOMMENDATIONS

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

- 1.The number of films produced has been declining over the years. The highest number films were produced in the month of March.
- 2.The most popular genre is drama with 4285 movies and an average length of 106.77 minutes. A total of 1,078 drama films were produced in 2019.
- 3.The top director in the top three genres with the highest number of superhits is James Chard. He may be hired as a director for another project.
- 4.RSVP films can focus on Drama genre for their future film. Action and thriller genres can also be explored as they are among the top three genres.
- 5.Based on the total number of votes and the average rating of 7.74 received for Hindi films released in India,Taapsee Pannu may be selected as an actress.
- 6.Production companies Dream Warrior Pictures or National Theater Live produced the highest number of hits of any production company.
- 7.Marvel Studios, Twentieth Century Fox and Warner Bros. are the top three production companies based on the number of votes received by their films and must be considered as a global partner.
- 8.Based on the number of Super Hit movies Parvathy Thiruvotha can be considered as an actress  
and Andrew Garfield as an actor for the drama genre.
- 9.Based on total votes and an average rating of 8.42 for films released in India, Vijay Sethupathi  
may be added to the cast to woo the Indian audience for the upcoming project.
- 10.Based on the average rating, Mammootty and/or Mohanlal may be hired as an actor for the next project.
- 11.Star Cinema and Twentieth Century Fox are the two best production houses that produced  
the highest number of hits among multilingual films. Since the film is intended for global audience, these production houses are good candidates and should be considered for their next project.

