

EXECUTIVE SUMMARY & RECOMMENDATIONS

The Below Insights were derived from RSVP movies after analysis.

1. Highest number of movies that were produced in year 2017.
2. Overall downward trend observed in number of movies produced over the years
3. March was the month that highest number of movies were produced
4. As per Genre , Drama is the most popular genre as the highest number of movies produced in this genre i.e 4285
5. So, RSVP movies can focus on Drama or Comedy or Thriller genres as these are top 3 genres. Also success rate might be high if they do movie in this particular Genre
6. The Action genre average duration seems to be high when compared to other genre.
7. There seems to be no outliers in "avg_rating", "total_votes" and "median_rating" columns
8. "Kirket", "Love in Kilnerry" movies are having highest "avg_rating"
9. "Dream Warrior Pictures", "National Theatre Live" production companies have produced highest number of Hit movies among all others.
10. "Marvel Studios", "Twentieth Century Fox" and "Warner Bros" are top 3 production houses based on number of votes and can be considered by RSVP movies
11. "Star Cinema" and "Twentieth Century Fox" are the top production houses that have produced movies in multilingual languages. These can be considered as well to target global audience
12. "Josh Oreck", "Joe Russo" and "Antony Russo" can be considered as directors for next project by RSVP project as these are top directors who are having avg_rating more than 8.
13. Mammotty or Mohanlal can be considered as actors as they have highest median rating
14. Parvathy Thiruvothu can be considered as actress as she has highest number of hit movies
15. Vijay Setupathi can also be considered as actor to target the India Audience based on total_votes and avg_rating of 8.42
16. Tapsee Pannu can also be considered as a actress in Hindi movies in India as she has highest avg_rating and total_votes.

Above points important to be considered by RSVP movies while making a next project/movie to get good profit out of it.