

## **Insights drawn and recommendations for RSVP**

After completing the case study, following insights were drawn analyzing the IMDb dataset :

- 24 Drama movies were released during March 2017 in the USA and had more than 1000 votes.
- Drama is found to be the most popular genre with 4285 movies and an average duration of 106.77 minutes.
- Top 3 genres are Drama, Comedy and action during March 2017 in USA and had more than 1000 votes.
- RSVP can focus on making films on Drama genre for its future film projects. Besides drama, Action and Comedy genres are also quite popular.
- By, observation, German movies received the highest number of votes when queried against language and country columns.
- Dream Warrior Pictures and National Theatre Live are the top two production companies that have produced the highest number of hit movies.
- Marvel Studios, Twentieth Century Fox and Warner Bros are the top 3 production houses based on the number of votes received and can be considered as global partners.
- In a film crew, the director is the most crucial member - RSVP could choose James Mangold for its upcoming projects.
- Based on the voting results, RSVP should partner with other international production companies for which – THE ARCHERS are the best choice.
- Since RSVP Movies also wants to appeal to the local market, they can hire top actors like Vijay Sethupathi and Taapsee Pannu who leads with a very high average rating.