

Executive Summary of RSVP Movies Case Study

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Insights derived from the IMDB dataset analysis –

1. A downward trend can be observed for the number of movies produced each year. Where highest number of movies were released in the month of March with a total count of 824 movies.
2. There is a total of 13 unique genres in the dataset among which the greatest number of movies produced were from Drama genre with a total count of 4285 movies with an average runtime duration of 106.77 minutes. Additionally, there were a total of 1078 movies were produced in the Drama genre in the year 2019.
3. Top 3 movie genres as per number of movie counts are Action, Thriller & Drama. So, RSVP can plan to explore creating future movies in these 3 genres.
4. Production houses like Dream Warrior Pictures & National Theatre Live have produced the greatest number of hits equal to 3 movies as compared to other production houses.
5. Top 3 directors in the top 3 genres who have produced movies that have received average rating greater than 8 are James Mangold, Soubin Shahir & Joe Russo. Based on this analysis, RSVP can plan their next project with any of these directors.
6. Top 2 actors based on the median ratings greater than 8 for their movies are Mammooty & Mohanlal.
7. Top 3 production companies based on total votes received are Marvel Studios, Twentieth Century Fox & Warner Bros. RSVP can plan their project with any of these top production companies.
8. Since RSVP is based out of Mumbai and wants to hire Indian actors for its upcoming project to give a regional feel, it can consider actors like Vijay Sethupathi, Fahadh Faasil, Yogi Babu, Joju George & Ammy Virk, since these actors have received the maximum votes on IMDB in the order mentioned and have already worked on at least 5 Indian movies. For actresses RSVP can consider Taapsee Pannu, Kriti Sanon, Divya Dutta, Shraddha Kapoor & Kriti Kharbanda based on maximum votes on IMDB in the order mentioned and they have already worked on at least 3 Indian movies.
9. Top 3 Global actresses based on number of Super hit movies in the drama genre are Parvathy Thiruvothu, Susan Brown & Amanda Lawrence in the order mentioned.
10. The average runtime duration of genre Action is 113 minutes, Drama is 107 minutes & Thriller is 102 minutes.
11. Highest worldwide gross income for a movie genre in the year 2017 was Drama, for the year 2018 & 2019 it was Action.