

EXECUTIVE SUMMARY

The following insights were derived for RSVP Movies after analysing IMDB Dataset -

1. March has the most number of movie releases and hence we can plan to avoid releases in March to reduce competition.
2. December has the least number of movie releases and we can have our movie released in December to increase the chance of getting a hit.
3. James Mangold can be hired as the director for RSVP's next project. Do you remember his movies, 'Logan' and 'The Wolverine'.
4. Vijay Sethupathy and Fahad Fasil are the top actors in India based on the average ratings.
5. Tapsee Pannu and Kriti Sanon are the top actresses in India based on the average ratings.
6. Genre 'Drama' has the most movies released, that is 4285 movies, but based on worldwide gross income movies with the genre 'Adventure' tops the list. Hence RSVP movies can produce their next movie in the genre either 'Drama' or 'Adventure'.
7. Walt Disney Pictures is the biggest production company in terms of highest gross margin RSVP movies can consider collaborating with them in global partnership.