

Executive Summary

RSVP movies, a production company that usually releases movies for the Indian audience, is planning to release a movie for the global audience. An analysis of the IMDB dataset of movies produced in 2017, 2018 and 2019 was conducted and insights were drawn to assist in decision making for the project.

Insights		
Characteristics	Recommended Values	Reasons
Genres	Drama, Comedy, Thriller	<ul style="list-style-type: none">• Genres having the highest number of movies with more than 1000 votes• Genres having the highest grossing movies
Partner Production Companies	National Theatre Live , Dream Warrior Pictures	Companies with the maximum number of hit movies worldwide
Additional Partner Production Companies	Star Cinema, Twentieth Century Fox	Companies with the highest number of hits among multilingual movies worldwide
Directors	James Mangold, Joe Russo, Anthony Russo	Directors with the most number of movies with average rating > 8 worldwide
Actors	Mammootty, Mohanlal	Actors with a median rating greater than 8
Additional Actors	Vijay Sethupathi, Fahadh Faasil	Acted in at least 5 Indian movies and have the highest average ratings
Actresses	Taapsee Pannu, Kriti Sanon	Acted in at least 3 Hindi movies and have the highest average ratings
Additional Actresses	Susan Brown, Amanda Lawrence, Denise Gough	Actresses with the highest number of super hits in the drama genre
Duration	106.77min - Drama 101.58min - Thriller 102.62min - Comedy	Average duration of movies in each genre