

## EXECUTIVE SUMMARY AND RECOMMENDATIONS

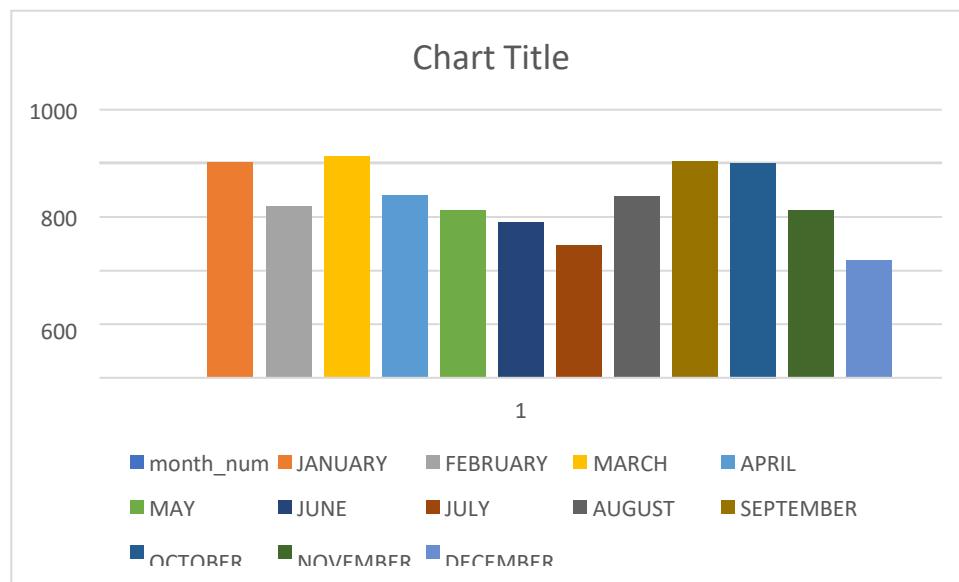
The following insights can be derived for the RSVP Movies post the analysis of IMDB dataset of past 3 years, i.e. 2017, 2018, 2019:

1. Downward trend can very easily be seen for the number of movie-releases with the increasing year.

Year 2017 records the highest no. of movie releases (3052), followed by 2018 - (2944) and 2019 – (2001).

So it can also be said year is inversely proportional to the number of movie-releases.

But in that too for the whole 3 complete years, March records the maximum number of movie releases – (824) while December records the minimum number of movie releases – (438).



In that too, for whole complete 3 years, March 1 records the highest number of movie-releases – (74), followed by March 15 – (56) and March 8 – (55),

While the lowest number of movies were released in March 18 – (4), March 26 – (4) and March 12- (5).

So, ideal choice for RSVP Movies to release their movie post production can be March 18, 26, or 12, as the no. of movie releases are less that time so easily if the movie is good overall then it can fetch a good amount of profit.

2. Drama genre is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1059 drama movies were produced in 2019 in USA & India alone.
3. RSVP movies can focus on Drama genre for its upcoming project, as maximum number of movies were made in Drama Genre (4285), followed by Comedy (2412), Thriller (1484), and Action (1289)
4. Dream Warrior Pictures, and National Theatre Live are the top 2 production company which made the highest number of hit movies.
5. On the basis of total votes received for the films, we observe that Marvel Studios –Rank 1 – (Total Votes – 2656967), Twentieth Century Fox –Rank 2– (Total Votes – 2411163), and Warner Bros. –Rank 3 – (Total Votes – 2396057) come up as the top 3 production companies. Since these companies are world wide known for their great work, any one amongst them can partnered by RSVP Movies for global launch of its upcoming project.
6. But in case RSVP Movies looking for launch in Multilingual Domain then we see Star Cinema and Twentieth Century Fox producing some most successful multi-lingual movies. These two are strong contenders in this domain and ought to be taken into consideration for their upcoming project because the film is intended for a worldwide audience.
7. The top notch director in the top three genres with highest number of super-hit movies is James Mangold. He can be contacted by RSVP Movies to direct for its upcoming project.
8. To give this global project some regional touch for local audience (India), Mammooty and Mohanlal can be chosen from the actors' list (as they are the top 2 actors whose movies have a median rating  $\geq 8$ ) by RSVP for the coming project.

At the same time, Vijay Sethupati can also be thought to be considered as an actor to appeal local audience as he can be seen as the top actor in India who secured the highest average rating of 8.42, followed by Fahadh Faasil (7.99) and Yogi Babu (7.83).

While under Actress category, Taapsee Pannu should be considered by RSVP Movies as she got the highest average rating 7.74, followed by Kriti Sanon (7.05), Divya Dutta (6.88), Shraddha Kapoor (6.63), and Kriti Kharbanda (4.80).

These actresses have good reach not only limited to Drama genre.

However if RSVP Movies looking to make movies only under drama genre, then any amongst below actresses can be considered by them as they are top 3 actresses who produced the highest number of Super Hit movies.

They are Parvathy Thiruvothu, Susan Brown, Amanda Lawrence, and Denise Gough.