

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for RSVP movies after analyzing the IMDb dataset –

- ✓ There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March.
- ✓ Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
- ✓ RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
- ✓ Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
- ✓ Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
- ✓ Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
- ✓ The top director in the top three genres with highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
- ✓ Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
- ✓ Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
- ✓ Based on total votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast woo Indian audience for the upcoming project.
- ✓ Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.