

EXECUTIVE SUMMARY AND RECOMMENDATIONS

After performing analysis on the IMDb dataset, the following insights can be drawn:

1. The number of movies being produced have declined over the years from 3052 movies in 2017 to 2001 movies in 2019.
2. The highest number of movies were produced in March.
3. Drama is the top genre having highest number of movies being produced with a total of 4285 movies and an average duration of 106.77 minutes. In 2019, 1078 drama movies were produced totally. RSVP movies can focus on Drama genre for their new film.
4. Dream Warrior Pictures and National Theatre Live are the top two production companies having highest number of movies produced.
5. RSVP can consider Marvel Studios, Twentieth Century Fox, and Warner Bros. as global partners as these are the top three production houses based on the total votes.
6. James Mangold can be considered as the director as he is the top director having highest number of superhit movies in the top three genres.
7. Mammooty and Mohanlal are the top two actors based on the median rating.
8. Taapsee Pannu can be considered as the actress because she is the top actress in Hindi movies released in India with an average rating of 7.74.
9. Vijay Sethupathi is the top actor having highest total votes for movies released in India.
10. Star Cinema and Twentieth Century Fox are the top two production houses having highest number of multilingual movie hits (median rating ≥ 8).