

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Below Insights derived for RSVP movies after analyzing IMDb dataset:-

1. Highest number of movies produced in the month of March (824).
2. Highest movies produced in USA and 2nd highest in India 2019.
3. The genre 'Drama' is having most votes with high rating averages (4285 number of movies and an average duration of 106.77). Thus, RSVP Movies can produce a film of genre 'Drama' with an average duration of 106.77 minutes.
4. Dream Warrior Pictures (Ranked 1st) or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
5. Since the movie is meant for a global audience, the production company can be either 'Star Cinema' or 'Twentieth Century Fox', as these are the top two production houses that have produced the highest number of hits among multilingual movies, or with 'Marvel Studios', as it tops the list of the production company.
6. The movie can be directed by James Mangold as he is among the top director in top three genres with highest super hit movies.
7. Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
8. Based on the median rating Mammootty and Mohanlal can be hired as the actor for the next project.
9. Based on the number of super hit movies Parvathy Thiruvothu can be considered as an actress and Andrew Garfield as an actor for Drama genre.