

EXECUTIVE SUMMARY AND RECOMMENDATIONS

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

1. Highest number of movies were produced in the month of March.
2. 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.
3. 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.
4. Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
5. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the highest number of votes.
6. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies.
7. 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 upcoming project.
8. Based on their median rating, Mammooty and/or 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 the actress and Amanda Lawrence as an actor for Drama genre.
10. On the bases of 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.
11. On the bases of total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.