

EXECUTIVE SUMMARY AND RECOMMENDATION

After analysing the IMDB dataset, we draw the following insight for the RSVP movie.

- The highest number of movies were produced in the month of March and upon looking the number of movies year wise we do see a decrease in the number gradually.
- There is a total of 13 genre in the dataset wherein genre 'Drama' has highest number of movie (4285) produced with average duration of 106.77 minutes. Hence, RSVP can focus more on 'Drama' genre for the next project.
- Dream Warrior Pictures or National Theatre Live or both are the production company that could be chosen for the upcoming project.
- Due to higher average rating, James Mangold can be hired as the director for their next project.
- Based on the median rating, Mammooty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the actor for their next project.
- As a global partner, Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd) or Warner Bros. can be chosen as the number of votes received is comparatively higher than other production houses.
- Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next project.
- Based on the total votes and average rating, Vijay Sethupathi can be hired as the additional actor for their next project.