

## Executive Summary & Recommendation

After analyzing the given movies data set below meaningful insights can be drawn which could be useful for RSVP movies for releasing a movie for global audience in 2022.

- ❖ It is advisable to release the new movie under **Drama** genre as it had 4285 movies produced overall with an average duration of 106.77 mins.
- ❖ The production house with which RSVP Movies can partner for its next project are “**Dream Warrior Pictures**” and “**National Theatre Live**” as they have produced most number of hit movies (average rating > 8)
- ❖ Among the top three genres **Drama, Action and Comedy** we found that the top director is **James Mangold** followed by **Joe Russo and Anthony Russo**. As the director is the most important person in a movie crew and could be a significant factor the mentioned top three directors in the top three genres whose movies have an average rating > 8 can be hired as the director for RSVP's next project.
- ❖ Similarly, the top two actors **Mammootty** followed by **Mohanlal** whose movies have a median rating of 8 and above can be hired as the actors for RSVP's next project.
- ❖ Other global production house that RSVP can partner with are **Marvel Studios**, followed by **Twentieth Century Fox** and lastly **Warner Bros**. These production houses have been selected based on the total number of votes received by their movies.
- ❖ As RSVP Movies also wants to hire few Indian actors to give a regional feel for its upcoming project, they can choose top actor **Vijay Sethupathi**.
- ❖ Top actress like **Taapsee Pannu, Kriti Sanon, and Divya Dutta** can be chosen as actresses as they are at the tops of the list with average rating of 7.74, 7.05, and 6.88 respectively.