

# **EXECUTIVE SUMMARY & RECOMMENDATIONS**

**After analyzing the IMDB dataset we'll draw some points supporting the listed insights:-**

- Most of the movies were released in **March**.
- A total of **1078 “Drama” movies** were produced within the year 2019 which is highest amongst all genres . Therefore, RSVP Movies should focus in ‘Drama’ genre with average duration of about **106 minutes** for its next project.
- Thriller, Action and Comedy genres also hold good potential.
- From the dataset, **“Dream Warrior Pictures” or “National Theatre Live”** have the equal record of producing highest super-hit films and either of them can be partnered with.
- For multilingual movies, **“Star Cinema”** and **“Twentieth Century Fox”** are the top two production houses.
- **“Marvel Studios”(1<sup>st</sup> in vote counts)** and **“Warner Bros”(2<sup>nd</sup>)** are also good choices for a global audience as no. of votes received is maximum for their movies.
- **‘James Mangold’** can be hired as RSVP’s next director.
- (Anthony Russo and Soubin Shahir) tied at 2<sup>nd</sup> spot with (movie count =3) are also good contenders.
- As per observations, actors **Mammotty, Mohanlal** along with **Vijay Sethupathi** are recommended for casting as actors.
- **Susan Brown, Amanda Lawrence, Denise Gough** are top actresses in Drama genre on basis of ratings and movies count. **Taapsee Pannu**, a Hindi movies actress name is also worth mentioning for consideration.

**Recommendation-** Starting a Drama movie project in 2022 with the above suggested production houses, directors, actors, actresses and releasing it in March is highly recommended to derive maximum profits and audience.