

## EXECUTIVE SUMMARY AND OBSERVATIONS

- There has been a reduction in the number of films produced over time. The largest production was March.
- Drama is the most popular genre with 4,285 films and average duration of 106.77 minutes.
- A total of 1078 drama movies were produced in 2019.
- RSVP films 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.
- From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
- Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
- 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.
- Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
- Based on 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.
- Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.