

Executive Summary & Recommendation

The following are insights drawn that can help RSVP movies production company to start their new project:

- Total 4285 numbers of movies counted in Drama genre in which 1078 movies produced in 2019, so RSVP movies should focus on 'Drama' genre and it has the average duration of 106.77 mins.
- We found that 'Thriller' movies are in Top three among all the genres in terms of number of movies.
- From the list of the greatest number of hit movies produced by the production house, it is found that Dream Warrior Pictures (at the top) or National Theatre Live or both could be the next project partner
- James Mangold can be hired as the director for RSVP's next project as he is at the top of the list.
- Mammooty or Mohanlal or both can be hired as actor as they are top of the list whose median rating ≥ 8 with 8 and 5 movies respectively in the list.
- Taapsee Pannu can be chosen as actress as she is at the top of the list with average rating 7.74 and maximum votes.
- As a global Partner Marvel Studios(1st), Twentieth Century Fox(2nd) & Warner Bros.(3rd) can be chosen as its number of votes received is maximum of their movies.
- For regional feel Vijay Sethupathi can be chosen as he is at the top of the list of movies released in India based on his average rating
- The highest-grossing movies of each year are :-
 - The Fate of the Furious (2017, Thriller).
 - Bohemian Rhapsody (2018, Drama).
 - Avengers:Endgame (2019, Thriller).