

EXECUTIVE SUMMARY

(Submitted by: Arshi Maheshwari)

- ✚ Total 1078 movies were produced in the year 2019 under the genre 'Drama'. Therefore, RSVP should consider producing movie in the 'Drama' genre.
- ✚ The average length of the movies could be 107 mins.
- ✚ From the current dataset, we can predict that RSVP movies should partner with Dream Warrior Pictures and National Theatre Live for their upcoming project as these two production houses have produced the most no. of hit movies.
- ✚ From the data set analysis, RSVP movies should consider hiring James Mangold, Soubin Shahir and Joe Russo as directors, since these 3 are the top directors in the top 3 genres
- ✚ RSVP movies should consider casting Mammootty or Mohanlal as these two actors' movies have received a median rating for $\Rightarrow 8$
- ✚ For projects to be released in India RSVP movies can consider casting Vijay Sethupathi, Fahadh Faasil or Yogi Babu as these are top rated top 3 actors in the Indian market.
- ✚ RSVP movies can consider casting Taapsee Pannu as she has the most rating in Hindi films.
- ✚ For global level RSVP movies can partner up with Star Cinema and Twentieth Century Fox production companies as these two are the top rated.
- ✚ RSVP movies can consider hiring Andrew Jones or A.L. Vijay as these directors are quite experienced as they have directed the highest no. of movies.