

EXECUTIVE SUMMARY:

We analyzed the IMDB database and enlisted suggestions below:

- ❖ There are 13 distinct genres in the dataset of which “Drama” has a maximum number of movies produced in the year 2019 (i.e. 4285), and an average runtime of 107 mins. Based on these insights, RSVP Movies should focus on the “Drama” genre.
- ❖ Most movies were published in March, followed by September and October. We recommend RSVP to release the next project during these months.
- ❖ “Dream Warrior Pictures” and “National Theatre Live” both have produced the maximum number of highly rated films and ranked 1st in production companies.
- ❖ To find out suitable directors, we ranked directors based on the average rating. James Mangold should be hired as the director as he tops the list.
- ❖ For Actors, we did a ranking based on median rating, and for Actress based on total votes received and average rating. Mammooty (Ranked 1st) or “Mohanlal” (Ranked 2nd) can be hired as the Actor and “Taapsee Pannu” can be hired as the Actress.
- ❖ “Vijay Sethupathi” can be hired as an additional actor for a regional feel.
- ❖ Based on the total number of votes received by respective production companies, Marvel Studios on top with 2656967 votes followed by Twentieth Century Fox (2411163 votes), and Warner Bros. at 3rd place with 2396057 votes, we suggest hiring one of these three as a global partner. If RSVP manages to fulfil all suggestions above, they can make great profit.

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