

## Executive Summary and Recommendations

1. Maximum movies were released in March. Although the count of movies kept on decreasing over the years.

	month_num	number_of_movies
▶	3	824
	9	809
	1	804
	10	801
	4	680
	8	678

	year	number_of_movies
▶	2017	3052
	2018	2944
	2019	2001

2. The most popular genre of movies is Drama with 4285 movies and total duration of 106.7 minutes, and total 1078 Drama movies in 2019.

	genre	COUNT(movie_id)
	Drama	4285
▶	Comedy	2412
	Thriller	1484

	genre	avg_duration
	Action	112.8829
	Romance	109.5342
	Crime	107.0517
▶	Drama	106.7746
	Fantasy	105.1404
	Comedy	102.6227

3. RSVP movies should focus on Drama genre and in Comedy and Thriller movies, as these are the most produced genres.
4. Dream Warrior Pictures and National Theater Live production companies are best choice to partner with, as they have produced maximum number of movies.

	production_company	movie_count	prod_company_rank
	Dream Warrior Pictures	3	1
▶	National Theatre Live	3	1
	Lietuvos Kinostudija	2	2
	Swadham Entertainment	2	2
	Panorama Studios	2	2
	Marvel Studios	2	2
	Central Base Productions	2	2

5. Marvel studios is the leading production company based on the total number of votes followed by Twentieth Century Fox & Warner Bros.

	production_company	vote_count	prod_comp_ra...
▶	Marvel Studios	2656967	1
	Twentieth Century Fox	2411163	2
	Warner Bros.	2396057	3

6. James Mangold is the topmost director in the top three genres with an average rating>8. RSVP should look forward to work with him.

	director_name	movie_count
▶	James Mangold	4
	Anthony Russo	3
	Soubin Shahir	3

7. Star Cinema & Twentieth Century Fox are leading production houses with highest hits in multilingual movies. These production houses should be the next choice as movies are for global audience.

	production_company	movie_count	prod_comp_ra...
▶	Star Cinema	7	1
	Twentieth Century Fox	4	2

8. Mammootty and Mohanlal can be hired as the actors for the next project.

	actor_name	movie_count
▶	Mammootty	8
	Mohanlal	5

9. Actress, Parvathy Thiruvothu and actor, Andrew Garfield can be considered for Drama genre, based on the number of Super Hit movies.

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
	Parvathy Thiruvothu	4974	2	8.25	1
	Susan Brown	656	2	8.94	2
▶	Amanda Lawrence	656	2	8.94	3
	Denise Gough	656	2	8.94	4
	Kim Hunter	17693	1	8.10	5

10. Vijay Sethupathi is the top actor with average rating of 8.42 and can be in the cast to woo Indian audience.

	actor_name	total_votes	movie_count	actor_avg_rati...	actor_rank
	Vijay Sethupathi	23114	5	8.42	1
	Fahadh Faasil	13557	5	7.99	2
▶	Yogi Babu	8500	11	7.83	3
	Joju George	3926	5	7.58	4

11. Taapsee Pannu, highest average rating of 7.74 and Paresh Rawal (8.26) can be chosen as the actress/actor for Indian audience.

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
▶	Taapsee Pannu	18061	3	7.74	1
	Kriti Sanon	21967	3	7.05	2
	Divya Dutta	8579	3	6.88	3
	Shraddha Kapoor	26779	3	6.63	4
	Kriti Kharbanda	2549	3	4.80	5

	actor_name	total_votes	movie_count	actor_avg_rati...	actor_rank
▶	Paresh Rawal	36834	3	8.26	1
	Vijay Raaz	22994	3	8.18	2
	Ayushmann Khurrana	73581	4	8.15	3
	Ranvir Shorey	6047	3	7.55	4
	Pankaj Tripathi	40593	4	7.44	5

\* Total word Count=249 (Excluding this line)