

## EXECUTIVE SUMMARY OF THE DATA SET

After analyzing the imdb data set we got some useful insights which are helpful for RSVP's future projects.

- There is downward trend in number of movies released each year, highest number of movies released in the year 2017.
- Drama genre produced the highest number of movies. Overall 4285 movies were produced in the drama genre hence RSVP should focus on to produce more movies is Drama genre.
- RSVP should also focus on the action and thriller genre as they belong to top 3 genres along with drama genre.
- Dream Warrior Pictures and National Theatre Live Production Company produced most number of hit movies with average rating  $> 8$ .
- Total 16 drama genre movies released in the month of March 2017 with more than 1000 total votes.
- Total 361 movies were released between 1 April 2018 and 1 April 2019 with median rating of 8.
- German movies got more number of votes than Italian movies from the audience.
- James Mangold, Anthony Russo and Soubin Shahir are the top three directors in the top three genres whose movies have an average rating  $> 8$  respectively. So RSVP should hire James Mangold for their next project.
- Mammooty and Mohanlal are the top two actors whose movies have a median rating  $\geq 8$ . So they can be hired for RSVP's next project.
- Marvel Studios, Twentieth Century Fox and Warner Bros are the top three production houses based on the number of votes received by their movies so they must be considered as a global partner for future projects.
- Based on the movies released in India, total votes and average ratings RSVP should cast Vijay Sethupathi for their next film in India because he tops the list with an avg. rating of 8.42.
- Based on the movies released in India, total votes and average ratings RSVP should cast Taapsee Pannu for their next film in India as she tops the list with an avg. rating of 7.74.
- The five highest-grossing movies of each year belong to Action, Comedy and Drama genre. These are the top 3 genres based on the most number of movies.

- Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits with median rating  $\geq 8$  among multilingual movies.
- Sangeetha Bhat, Fatmire Sahiti and Adriana Matoshi are the top 3 actresses based on number of super hit movies with average rating  $>8$ . So they can be chosen as actress for their next project of RSVP in drama genre.