

# EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for RSVP movies after analyzing the IMDb dataset –

## 1. Production Trends:

- The number of movies produced each year is declining.
- March sees the highest volume of releases.

## 2. Genre Popularity:

- Drama leads with **4,285** films and an average duration of **106.77** minutes. In 2019 alone, **1,078** drama films were produced.
- Action and thriller rank in the top three genres.

## 3. Strategic Focus:

- RSVP Movies should focus on drama films due to their popularity. Action and thriller are also promising genres.

## 4. Top Production Companies:

- Dream Warrior Pictures and National Theatre Live have produced the most successful films.
- Marvel Studios, Twentieth Century Fox, and Warner Bros have the highest audience votes, making them ideal for global partnerships.

## 5. Multilingual Films:

- Star Cinema and Twentieth Century Fox excel in producing successful multilingual films, making them strong candidates for global releases.

## 6. Director Recommendation:

- James Mangold, with success in top genres, is a strong candidate to direct the next project.

## 7. Lead Actor Suggestions:

- Mammootty and Mohanlal are top choices based on median ratings.
- Parvathy Thiruvothu and Andrew Garfield are recommended for drama.

## 8. Indian Market Appeal:

- Vijay Sethupathi, with an **8.42** average rating, can attract Indian audiences.
- Taapsee Pannu, with a **7.74** average for Hindi films, is a solid choice for the lead role.

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