Executive Summary

This analysis of the IMDb dataset provides strategic insights to guide RSVP Movies in planning their next project. The findings reveal that the **Drama, Comedy, and Thriller** genres are the most produced and widely accepted genres, with *Drama* leading in both volume and average duration (~107 minutes).

The top production houses such as **Marvel Studios** and **Dream Warrior Pictures** consistently deliver hits with high average ratings and vote counts. Among directors, **James Mangold** stands out for directing highly-rated films across top genres, making him a strong candidate for future collaborations.

From an audience engagement perspective, movies with higher median ratings (≥8) are significantly preferred, with **median rating 7** being the most common. Among Indian talents, **Vijay Sethupathi** and **Taapsee Pannu** rank highest in weighted average ratings, showing strong potential for regional appeal.

In genre-specific performance, **Thriller** movies with 25,000+ votes were classified based on ratings, helping RSVP understand quality vs. popularity. Multilingual hits also show growing traction, with top production houses excelling in that space.

Recommendations

1. **Focus on Drama or Thriller genres**—both are consistently top-performing.

2. **Consider directors like James Mangold** and production houses like Marvel Studios for partnerships.

3. **Hire regional stars** such as Vijay Sethupathi and Taapsee Pannu to tap into the Indian audience.

4. **Aim for high audience engagement** by targeting a median rating ≥8 and strong voting numbers.

5. **Explore multilingual storytelling**, given its popularity among global hits.