



RSVP CASE STUDY

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EXECUTIVE SUMMARY

The following observations are made from analyzing the IMDB dataset

- The highest number of movies is produced in the month of March.
- USA and India produced more than 1,000 movies in the year of 2019
- Among all the genres, Drama is the most popular genre and 4265 Drama movies were produced in total, which is the highest among all genres
- Drama, Action, and Thriller movies are the top 3 genres. RSVP can more focus on these 3 genres.
- Kirket and Love in Kilnerry are the top-rated movies as per the ratings.
- The highest number of hit movies are produced by Dream Warrior Pictures and National Theatre Live production companies
- By observation, German movies received the highest number of votes when compared with Italian movies.
- James Mangold can be hired as the director for RSVP's next project.

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- Mammootty and Mohanlal can be hired as the actor for the next project, based on the median rating.
 - Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress
 - Based on total votes and an average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to any upcoming project.
 - Based on total votes and an average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.
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- **Conclusion** - by utilizing data recommendations, they can strategically plan their global audience-friendly movie project.