Executive Summary

RSVP movies, an Indian film production company, has produced many super-hit movies. For 2022, they are planning to release a movie for a global audience. They do so by analytically planning their every move based on the data.

This summary covers insights driven by analysing data of the movies released between 2017 and 2019, following inferences shall be useful for deciding movie specifications for next movie:

- Since total number of movies released annually has been declining from 2001 to 3052, out of which 1007 movies produced in India or in the USA, hence focus should be on both countries in 2022
- Among these, drama genre is on top with 4285 followed by comedy and thriller where drama has the highest number of movies with 253 having median rating equal to 8 corresponding to highest-grossing movies each year. So in future focus should be on drama movies
- James Mangold is leading director in top genres with 4 movies having average ratings greater than 8. So, future movie direction under James Mangold would be more profitable
- Mammootty and Mohanlal are respectively top 2 actors with median rating greater than equal to 8 in maximum movies so they should be hired for next movie
- In the drama genre, Sangeetha bhatt is the top actress and Tapsee pannu has the average rating of 7.74 on the basis of superhit movies
- Marvel studio rules the movie world with 265696 votes
- Based on a number of movies, Andrew Jones and A.L. Vijay are the top 2 directors in terms of highest total votes and average ratings