Executive Summary & Recommendations

Based on the analysis done on the dataset provided, the following points were drawn:

- ➢ RSVP movies should focus on the Drama genre as this genre had the greatest number of movies at 1078 in the year 2019.
- ➢ The average duration of the movie should be approximately 107 minutes.
- ➢ RSVP movies can join hands with Dream Warrior Pictures or National Theatre Live to produce the movie.
- ➢ The director for the movie can be James Mangold as he has a high average rating of greater than 8 with the highest number of movies.
- ➢ The lead actor for the movie can be Mammootty (ranked 1st) or Mohanlal (ranked 2nd) as they have a median rating of greater than 8.
- ➢ Vijay Sethupathi can be roped in to play another role in the movie as he has a very high rating and this could appeal more to the Indian audience.
- ➢ Taapsee Pannu can be hired to play the female lead since she has the highest average rating based on total number of votes she has received.
- ➢ Parvathy Thiruvothu also has a very high average rating of 8.2 based on approximately 5000 votes from two movies. She can be roped in for the movie as well.
- ➢ To have a more global reach, the production company can partner with Marvel Studios (ranked 1st) or Twentieth Century Fox (ranked 2nd) or Warner Bros (ranked 3rd) to produce the movie.