EXECUTIVE SUMMARY

Analyzing the IMDB dataset we get the following.

Important insights:

- In 2019, 1078 movies produced were of Drama genre.
- Average movie duration lies between 92mins to 112 mins and drama genre has average movie duration of 107 minutes.
- Dream Warrior Pictures and National Theatre Live both have produced the maximum number of high rated hit movies.
- 16 Drama genre movies in march 2017 had maximum votes.
- Top 3 directors are James Mangold, Joe Russo and Anthony Russo.
- Top 2 actors are Mammootty and Mohanlal.
- Top 3 production houses are Marvel Studios, Twentieth Century Fox and Warner Bros.
- Top Rated actor is Vijay Sethupathi.
- Taapsee Pannu is the highest rated Hindi movie actress.
- Thriller genre has the highest grossing movies in 2 out of 3 consecutive years. Drama genre is amongst the top 5 genres.
- Star cinema and Twentieth Century Fox are the top two production houses based on highest number of hits.
- Sangeetha bhat is the top actress based on number of Super Hit movies in drama genre.

Recommendations:

1. Drama and thriller are the most reliable genres for getting hit movie where the average movie duration should be 107minutes approx.
2. RSVP should collaborate with Marvel studios / Twentieth Century Fox and Star cinema as a global partners.
3. James mangold should be hired for direction with Mammootty and Taapsee pannu in lead and Vijay Sethupathi should be paired with Sangeetha bhat in supporting role.