**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.