

Summary

Problem Statement:

RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience but for their next project, they are planning to release a movie for the global audience in 2022. The production company wants to plan their move analytically based on past 3 years data and Draw meaning full insight that can help them to start the new project.

Important insights derived from data:

- The highest number of movies is produce in month of march followed by September and January.
- 1059 movies produced in year of 2019 in USA/India.
- Drama genre had highest number of movies overall. Followed by Comedy and Thriller.
- 3289 movies belongs to only one genre out of 7997 movies.
- Median rating 7 has highest movie count.
- Dream Warrior Pictures and National Theatre Live produced most number of hit movies.
- German movies get more votes than Italian movies.
- Top 3 directors from top 3 genre are- James Mangold, Anthony Russo, Soubin Shahir
- Mammoothy and Mohanlal are top 2 actors
- Top 3 production house in the world based on number of votes their movie received –Marvel Studios, Twentieth Century Fox, Warner Bros.
- Top Indian actors having high rating and votes is Vijay Sethupathi
- Top Indian actress in Hindi language- Tapsee pannu
- Star cinema and Twentieth century fox is the top production house which gives highest hit movies in multi-language films.

Recommendations:

- The company should focus genre- Drama genre.
- The company should focus on 2 production house – Dream Warrior Pictures , National Theatre Live
- The company should hire director - James Mangold, Anthony Russo, Soubin Shahir
- If the company wants to produce Indian movie they should hire actore Vijay Sethupathi and actress Tapsee Pannu.
- In multilaguage movie company should focus on 2 production house - Star cinema , Twentieth century fox
- company should hire actress for movie in Drama genre - Parvathy Thiruvothu, Susan Brown, Amanda Lawrence

