EXECUTIVE SUMMARY OF RSVP MOVIE CASE STUDY

After analysing the IMDB dataset the following are the observed insights:

- USA and India produce a greater number of movies each year. This can be used as one of the deciding factors for RSVP to concentrate on their future project.
- A total of 4285 movies were produced in the 'Drama' genre. This has a significant number. RSVP should concentrate on 'Drama' genre for their next project.
- Average duration of the 'Drama' genre movie is approximately 107 mins. RSVP can have their future project to have their duration around 107 mins for better audience turn around.
- From the data set we are able to rank the production company based on the number of movies produced. We find that 'Dream Warrior Pictures' and 'National Theatre Live' ranks 1st. Either of these production company can be considered by the RSVP for their future project.
- James Mangold can be hired as their director for the next project due to higher average rating.
- From our analysis for actors using the median rating. We can hire Mammootty or Mohanlal as the actor for RSVP's next project.
- Based on the number of the votes received for the production company's 'Marvel Studios' (Ranked 1st) or 'Twentieth Century Fox' (Ranked 2nd) can be chosen as their number of votes are comparatively higher than the other production houses.
- For the regional feel RSVP has to hire few Indian actors. Based on the total votes Vijay Sethupathi can be hired as an additional actor.
- Based on total votes and actor average rating Taapsee Pannu can be chosen as the actress for the next project.