

## RSVP MOVIES EXECUTIVE SUMMARY AND RECOMMENDATIONS

Here are the insights for RSVP movies after analyzing the IMDb dataset:

1. **Trend Analysis:** There is a noticeable downward trend in the number of movies produced over the years, with March being the peak month for movie production.
2. **Genre Popularity:** Drama stands out as the most popular genre, boasting 4,285 movies with an average duration of 106.77 minutes. In 2019 alone, 1,078 drama movies were produced.
3. **Focus Genres:** RSVP should prioritize the Drama genre for its future projects. Additionally, exploring Action and Thriller genres is advisable as they rank among the top three.
4. **Top Production Companies:** Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies, making them notable collaborators.
5. **Global Partners:** Marvel Studios, Twentieth Century Fox, and Warner Bros lead in the number of votes received for their movies. These studios are prime candidates for global partnerships.
6. **Multilingual Production:** For multilingual movies targeting a global audience, Star Cinema and Twentieth Century Fox have proven successful and should be considered.
7. **Director Choice:** James Mangold, with the highest number of superhit movies in the top three genres, is an excellent choice for directing the next project.
8. **Casting Actors:** Based on median ratings, Mammooty and/or Mohanlal are recommended as lead actors for the upcoming project.
9. **--Lead for Drama:** For the Drama genre, Parvathy Thiruvothu and Andrew Garfield, known for their superhit movies, are strong contenders for lead roles.
10. **Appealing to Indian Audience:** Vijay Sethupathi, with an average rating of 8.42 for movies released in India, would be a strategic addition to the cast.
11. **Hindi Film Market:** Taapsee Pannu, receiving an average rating of 7.74 for Hindi movies, is an ideal choice for the lead actress role.