

## **EXECUTIVE SUMMARY & RECOMMENDATIONS**

After analyzing the IMDB dataset we can draw some points based on the listed insights:

- ❖ A total of 1078 movies were produced in the year 2019 in the 'Drama' genre. Therefore, RSVP Movies should focus on the 'Drama' genre for their next project. Even the Drama genre has the most number of movies in the dataset.
- ❖ Approximately, the future project could have an average duration of 107 mins.
- ❖ From the dataset, we can predict that Dream Warrior Pictures (Ranked 1<sup>st</sup>) or National Theater Live (Ranked 2<sup>nd</sup>) or both could be their next project's production company.
- ❖ Due to higher average rating, James Mangold can be hired as the director for their next project.
- ❖ Based on the median rating, Mammooty (Ranked 1<sup>st</sup>) or Mohanlal (Ranked 2<sup>nd</sup>) can be hired as the Actor for their next project.
- ❖ Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next project to give a regional feel.
- ❖ Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
- ❖ As a global partner, Marvel Studios (Ranked 1<sup>st</sup>), Twentieth Century Fox (Ranked 2<sup>nd</sup>) or Warner Bros. can be chosen as the number of votes received is comparatively higher than other production houses.