

EXECUTIVE SUMMARY

- **BASED ON THE ANALYSIS OF THE IMDB DATASET, THE FOLLOWING INSIGHTS AND RECOMMENDATIONS ARE PROVIDED FOR RSVP MOVIES:**
- 1. **MOVIE PRODUCTION TRENDS:** THERE HAS BEEN A DECLINE IN THE NUMBER OF MOVIES PRODUCED OVER THE YEARS. MARCH IS THE MONTH WITH THE HIGHEST MOVIE PRODUCTION.
- 2. **POPULAR GENRE:** DRAMA IS THE MOST POPULAR GENRE, WITH 4285 MOVIES AND AN AVERAGE DURATION OF 106.77 MINUTES. IN 2019 ALONE, 1078 DRAMA MOVIES WERE PRODUCED.
- 3. **GENRE FOCUS:** RSVP MOVIES CAN CONSIDER FOCUSING ON THE DRAMA GENRE FOR THEIR FUTURE FILMS. ADDITIONALLY, EXPLORING ACTION AND THRILLER GENRES IS RECOMMENDED AS THEY ARE AMONG THE TOP THREE GENRES.
- 4. **SUCCESSFUL PRODUCTION COMPANIES:** DREAM WARRIOR PICTURES AND NATIONAL THEATRE LIVE ARE PRODUCTION COMPANIES THAT HAVE PRODUCED THE HIGHEST NUMBER OF HIT MOVIES. RSVP MOVIES CAN CONSIDER PARTNERING WITH THEM FOR FUTURE PROJECTS.
- 5. **GLOBAL PARTNER CONSIDERATION:** MARVEL STUDIOS, TWENTIETH CENTURY FOX, AND WARNER BROS ARE THE TOP THREE PRODUCTION HOUSES BASED ON THE NUMBER OF VOTES RECEIVED BY THEIR MOVIES. CONSIDERING THEM AS GLOBAL PARTNERS IS RECOMMENDED.
- 6. **MULTILINGUAL MOVIE SUCCESS:** STAR CINEMA AND TWENTIETH CENTURY FOX ARE THE TOP TWO PRODUCTION HOUSES THAT HAVE PRODUCED THE HIGHEST NUMBER OF HITS AMONG MULTILINGUAL MOVIES. THEY SHOULD BE CONSIDERED FOR RSVP MOVIES' NEXT PROJECT TARGETING A GLOBAL AUDIENCE.
- 7. **TOP DIRECTOR RECOMMENDATION:** JAMES MANGOLD IS THE TOP DIRECTOR IN THE THREE GENRES WITH THE HIGHEST NUMBER OF SUPERHIT MOVIES. HIRING HIM AS THE DIRECTOR FOR THE NEXT PROJECT IS RECOMMENDED.
- 8. **ACTOR RECOMMENDATIONS:** BASED ON THE MEDIAN RATING, MAMMOOTTY AND/OR MOHANLAL CAN BE CONSIDERED FOR THE NEXT PROJECT. PARVATHY THIRUVOTHU AND ANDREW GARFIELD ARE RECOMMENDED AS THE ACTRESS AND ACTOR, RESPECTIVELY, FOR THE DRAMA GENRE BASED ON THE NUMBER OF SUPER HIT MOVIES.
- 9. **INDIAN AUDIENCE ATTRACTION:** VIJAY SETHUPATHI, WITH A HIGH TOTAL NUMBER OF VOTES AND AN AVERAGE RATING OF 8.42 FOR MOVIES RELEASED IN INDIA, CAN BE ADDED TO THE CAST TO ATTRACT THE INDIAN AUDIENCE.
- 10. **HINDI MOVIE ACTRESS:** TAAPSEE PANNU, WITH A TOTAL NUMBER OF VOTES AND AN AVERAGE RATING OF 7.74 FOR HINDI MOVIES RELEASED IN INDIA, CAN BE CHOSEN AS THE ACTRESS FOR THE UPCOMING PROJECT.