

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for RSVP movies after analyzing the IMDb dataset –

- Based on total votes and average rating of 7.74 received for Hindi movies released in India, **Taapsee Pannu** can be chosen as the actress.
- Based on total votes and average rating of 8.42 for movies released in India, **Vijay Sethupathi** can be added to the cast woo Indian audience for the upcoming project
- Based on the number of Super Hit movies, **Parvathy Thiruvothu** can be considered as the actress and Andrew Garfield as an actor for Drama genre.
- Based on median rating, **Mammootty** and/or **Mohanlal** can be hired as the actor for the next project.
- There is a **downward trend** in the number of movies produced over the years. Highest number of movies were produced in the month of March.
- RSVP Movies should partner with Dream Warrior Pictures or National Theatre Live production houses as they have produced the most number of hit movies with average rating greater than 8.
- Perhaps considering the 'Drama' as the key genre to focus upon, the average duration should be approximately 107 minutes.
- The company should focus more on releasing/making movie for 'Drama' genre as it is the most popular genre and most produced genre in terms of number of movies produced.
- For Multilingual movies, RSVP can partner with Star Cinema & Twentieth Century Fox as they are top 2 production houses in terms of multilingual movies.