

Executive Summary and Recommendations

After analyzing the IMDb dataset for RSVP movies, the following conclusions can be drawn: -

1. Over the years, the number of movies released has been declining. Most of the films were produced in 2017 and in March Month.
2. The most popular genre is drama, with the highest number of movies produced overall i.e., 4285 movies across all the genres.
3. RSVP movies can focus on the dramatic genre of future movies. The action and thriller genres also belong to top 3 popular genres and can be explored as well.
4. Dream Warrior Pictures and National Theatre Live production companies has produced maximum number of hit movies and can be preferred.
5. Marvel Studios, 20th Century Fox, Warner Bros. are the top 3 production companies based on voting and should be preferred on a global platform.
6. Star Cinema and Twentieth Century fox are one of the producers who has maximum hits multilingual films. Since this film is for a global audience & hence, can be considered for next projects.
7. James Mangold is the best director of the three most popular movies and can be hired as the director of the next project.
8. Basis on average rating, Mammootty or Mohanlal can be hired as actors for next project.
9. Based on voting and avg. rating for the films released in India, Vijay Sethupathi should be cast as he can attract Indian for future projects as well.
10. Based on voting and avg. rating for Hindi films released in India, Taapsee Pannu can be preferred as an actress.
11. Basis on blockbusters movies, for drama genre, Andrew Garfield can be preferred as actor and Parvathy Thiruvothu can be preferred as an actress.