

EXECUTIVE SUMMARY & RECOMMENDATIONS

After analysing the IMDB dataset by RSVP movies following Insights are derived:

1. Most of the movies were produced in the month of March.
2. Drama with 4285 movies was the most popular genre with an average duration of 106.7746. So, RSVP movies can focus on this genre for its future films along with Action and Thriller genres which also shows great potential.
3. Most of the movies got ratings between 6-8 on a median rating scale. So creating a good content movie is suggested for a movie to be superhit.
4. Dream warrior Pictures and National Theatre Live had produced highest rated films and both could be their next project's production company.
5. James Mangold, Anthony Russo, Joe Russo and Soubin Shahir are among the Top directors observed from the analysis and therefore can be hired as the director for their next project.
6. Mammooty and Mohanlal are the top actors with highest number of rating and can be hired as the Actor for their next project.
7. Taapsee Pannu can be chosen as actress as she is on the top of the list with average rating of 7.74 and maximum votes and Kriti Sanon can also be considered for Indian Movies.
8. Vijay Sethupathi can be hired as the additional actor based on the total votes for the regional feel for their next project.
9. Marvel Studios , Twentieth Century Fox and Warner Bros. can be chosen as Global Partners of RSVP as number of votes received is comparatively higher than other production houses.
10. Primarily for Indian audience, Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies.