

Executive Summary & Recommendation

After analysing the IMDB data set the below listed insights had drawn;

- Total 4285 numbers of movies counted in Drama genre in which 1078 movies produced in 2019, so RSVP movies should focus on 'Drama' genre.
- The average duration of the new project could be 106.77 mins.
- From the list of the greatest number of hit movies produced by the production house, it is found that Dream Warrior Pictures (at the top) or National Theatre Live (at 2nd position) or both could be the next project partner.
- The directors can be suggested from the analysis, James Mangold is at the top of the list can be hired for RSVP's next project.
- Mammooty(at the top) or Mohanlal(at the 2nd position) or both can be hired as actor as they are top of the list whose median rating ≥ 8 with 8 and 5 movies respectively in the list.
- Taapsee Pannu can be chosen as actress as she is at the top of the list with average rating 7.74 and maximum votes.
- As a global Partner Marvel Studios(1st), Twentieth Century Fox(2nd) & Warner Bros.(3rd) can be chosen as its number of votes received is maximum of their movies.
- For regional feel Vijay Sethupathi can be chosen as he is at the top of the list of movies released in India based on his average rating.