

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for **RSVP** movies after analysing the **IMDB** dataset:

- A gradual downward trend can be observed in the number of movies produced over the years and highest number of the movies were released in the month of **March**.
- Among all the 13 genres present in the list, **Drama**, **Comedy**, and **Thriller** are the top 3 genres (based on the number of movies). **4285** Drama movies were produced in total and are the highest among all genres. Therefore, RSVP Movies should concentrate on the '**Drama**' genre for their future project.
- Dream Warrior Pictures and National Theatre Live have a rank of **1** with a Maximum HIT Movie Count of 3. RSVP movies can partner with these **2 production companies**.
- The most popular hit production houses (maximum number of votes) are **Marvel Studios** (TOP 1), **Twentieth Century Fox**, and **Warner Bros**.
- According to the data, the top directors are **James Mangold**, **Anthony Russo** and **Soubin Shahir**. RSVP can collaborate with them on future initiatives.
- Actors whose movies have received a median rating ≥ 8 are **Mammootty** and **Mohanlal**. Their presence in the movie could definitely elevate the success rate.
- **Star Cinema** and **Twentieth Century Fox** are the top two **production houses** that have produced the highest number of hits among **multilingual movies**. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
- Based on the number of Super Hit movies, **Parvathy Thiruvothu** can be considered as an actress for Drama genre.
- Based on the total votes and also for the regional feel, **Vijay Sethupathi** can be hired as the additional actor for their next project.
- Based on the total votes received and average rating, **Taapsee Pannu** can be chosen as the actress for their next project.