

## Executive Summary & Recommendation

After analyzing the IMDB data set the below listed insights had drawn

1. Maximum number of movies produced in month of March and in Year 2017.
2. Total 4285 movies produced in Drama Genre.
3. Average movie duration is of 106.77 Mints.
4. Drama, Comedy, Thriller comes under Top 3 for most liking Genre.
5. From the list of greatest number of hit movies produce by production house, found to be Dream Warrior Pictures on first number and on second number is National Theatre Live. Both can be approached for next project.
6. James Mangold is the top director from analysis and can be approached for next project.
7. Mammooty (1<sup>st</sup> position) or Mohanlal (2<sup>nd</sup> position) or both can be hired in a movie as they are top of the list whose median rating  $\geq 8$  with 8 and 5 movies respectively in the list.
8. Vijay Sethupathi can be choose as actor as he is at the tops of the list with average rating 8.42 and maximum votes in India.
9. Taapsee Pannu can be chose as actoress as she is at the tops of the list with average rating 7.74 and maximum votes in India.
10. 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.