

## EXECUTIVE SUMMARY & RECOMMENDATIONS

After analysing the IMDB dataset, several observations can be derived from the insights provided:

- A total of 3052 movies were released in the year 2017, 2944 movies were released in the year 2018 and 2001 movies were released in the year 2019.
- The highest number of movies is produced in the month of March.
- Drama was the most popular genre with 4285 number of movies and an average duration of 106.77. Therefore, RSVP movies can focus on this genre for future films.
- Thriller movies is in top 3 among all genres in terms of number of movies.
- Kirket, Love in Kilnerry and Gini Helida Kathe are the top 3 movies based on average rating of 10.0, 10.0 and 9.8 simultaneously. These movies received high rating, indicating a positive response from the audience or critics.
- Dream warrior Pictures and National Theatre Live are the production house that has produced the most number of movies.
- Top directors observed from the analysis are James Mangold, Anthony Russo, Joe Russo and Soubin Shahir. James Mangold can be hired as the director for RSVP's next project.
- Mammooty and Mohanlal are the top actors with highest number of ratings.
- Marvel Studios(1st) Twentieth Century Fox(2nd) & Warner Bros.(3rd) are the top three production house based on the number of votes received by the movies they have produced and Marvel Studios rules the movie world.
- Vijay Sethupati is the top actor in India with average rating 8.42.
- Taapsee Pannu can be chosen as actress as she is on the top of the list with average rating 7.74.