

EXECUTIVE SUMMARY

Analyzing the IMDb dataset for the upcoming RSVP project reveals critical insights for a successful global release.

1. Annual movie releases show a decline every year. March records the most releases, and December records the fewest.
2. In 2019, over 53% of movies originated in the USA and India. RSVP should focus on targeting these demographics.
3. Drama takes the lead among genres, boasting 4285 movies, followed by comedy and thriller. Drama is also the most highly-voted genre.
4. Thrillers and dramas were the highest-grossing among the top three genres, underscoring their financial success.
5. Analysis shows that 107 minutes is the ideal movie duration, particularly for dramas.
6. Top movies have an average rating greater than 9.4, and the median rating of movies is 7. Aiming for a median rating of 8 aligns with the success of over 320 movies released from April 2018 to April 2019.
7. Considering the high votes and multilingual hit movies, Twentieth Century Fox is a strategic collaboration. Partnerships with Dream Warrior Pictures or National Theatre Live enhance the likelihood of producing a hit movie.
8. James Mangold is recommended for the film project due to his proven success in directing hit movies in the top three genres.
9. Actors Mammooty and Mohanlal have acted in the most hit movies. In the drama genre, actress Parvathy Thiruvothu and actor Andrew Garfield have the most super hit movies. For a regional touch, Vijay Sethupathi is a strong candidate. To woo Hindi-speaking audiences, foregoing Shraddha Srinath for Tapsee Pannu seems strategic.