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# Executive Summary : Movie Ratings Analysis



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# Key Insights :

- Top Performing Genres: Drama, Comedy, and Thriller have the highest number of movies.
- Superhit movies (rating > 8) are mostly from Thriller and Drama genres.
- High-rated movies receive more votes, indicating strong audience engagement.
- Leading production houses have multiple hits with median ratings  $\geq 8$ .
- Top actresses work mainly in Drama movies with high ratings.
- Experienced directors with consistent releases tend to have better-rated movies.
- Longer movies generally receive better ratings, especially in Drama

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# Recommendations for RSVP Movies :

- Focus on Thriller and Drama genres for high audience engagement.
- Collaborate with directors and actresses who have a strong record in these genres.
- Optimize movie durations based on genre-specific preferences.
- Invest in marketing strategies to increase audience votes and engagement.
- Consider multilingual releases to expand market reach.

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# Thank You

