

# Executive Summary

Important insights and recommendations to the RSVP movies for their project after analysing the dataset:

1. **Genre:** The RSVP movies should focus on the Drama genre for producing its next project as it has the highest number of movies produced. Also, the RSVP movies can choose Comedy, Thriller genre, or their combination as they are the 2nd and 3rd highest genres in movie counts.
2. **Duration:** The top 3 genres Drama, Comedy, and Thriller have approximately 107, 103, and 102 minutes as average duration. So, the next project of the RSVP movies should have a duration of 102-107 minutes.
3. **Production Company:** Dream Warrior Pictures and National Theatre Live have the most hit movies. In the case of multilingual movies, Star Cinema and Twentieth Century Fox are the two top production companies that can also be considered.
4. **Director:** James Mangold, Soubin Shahir, and Joe Russo are the top 3 directors in the top 3 genres having movies with average ratings of more than 8 which can be hired.
5. **Actor:** Mammooty and Mohanlal are the top two actors whose movies have a median rating above 8. Also, Vijay Sethupati can be considered as he is the top actor based on average rating and number of votes.
6. **Actress:** Tapsee Pannu is the top actress based on the average rating and number of votes. Other actresses Kriti Kharbanda, Sonakshi Sinha, Sangeetha Bhat, and Fatmire Sahiti can also be considered for the project.
7. **Global Partners:** Marvel studios, Twentieth Century Fox, and Warner Bros. are the 3 top production houses based on the number of votes which can partner with the RSVP movies.