

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for RSVP movies after analyzing the IMDb dataset –

- The data shows a decline in movie production over recent years, with March being the peak month for releases.
- Drama leads as the most popular genre, with 4,285 movies averaging 106.77 minutes in length, and 1,078 of these were produced in 2019.
- RSVP movies should prioritize the Drama genre for future films. Action and Thriller genres are also promising as they rank among the top three genres.
- Dream Warrior Pictures and National Theatre Live have the highest number of hit movies, making them strong candidates for future collaborations.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the leading production houses by the number of votes their movies have received, suggesting their potential as global partners.
- Star Cinema and Twentieth Century Fox have produced the most hits among multilingual films, making them excellent choices for a global project.
- James Mangold stands out as the top director in the three leading genres with the most superhit movies, making him a prime candidate to direct the next project.
- Based on median ratings, Mammooty and Mohanlal are strong contenders for leading roles in the next project.
- Parvathy Thiruvothu, with her numerous superhit movies, and Andrew Garfield, known for his roles in the Drama genre, should be considered for leading roles.
- Vijay Sethupathi, with an average rating of 8.42 and significant total votes for movies released in India, is a strong choice to attract Indian audiences.
- Taapsee Pannu, with a notable average rating of 7.74 for Hindi movies in India, is an excellent option for a leading actress role.