

EXECUTIVE SUMMARY

After analyzing the IMDb dataset for RSVP movies, several insights were gained.

- Firstly, there has been a decrease in the number of movies produced over time, with the highest number being produced in March. Secondly, Drama is the most popular genre with 4285 movies and an average duration of 106.77 minutes. In 2019 alone, 1078 drama movies were produced.
- As such, RSVP movies should consider focusing on the Drama genre for future films and exploring Action and Thriller genres.
- Dream Warrior Pictures and National Theatre Live have produced the most hit movies among all production companies.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on the number of votes received by their movies and should be considered for global partnerships.
- Star Cinema and Twentieth Century Fox have produced the most hits among multilingual movies and are good contenders for future projects.
- James Mangold is the top director in the top three genres with the highest number of super-hit movies and could be hired for the next project.
- Mammooty and/or Mohanlal could be hired as actors based on median ratings. Parvathy Thiruvothu could be considered an actress for the Drama genre based on the number of Super Hit movies, while Andrew Garfield could be considered as an actor.
- To appeal to Indian audiences, Vijay Sethupathi could be added to the cast based on total votes and an average rating of 8.4 for movies released in India.
- For Hindi movies released in India, Taapsee Pannu could be chosen as an actress based on total votes and an average rating of 7.7.