

# Executive Summary

From analyzing the data, the following insights can be extracted ->

- RSVP Movies should focus on the DRAMA genre as it is the most popular genre.
- The average duration for which RSVP should aim for is 107mins.
- James Mangold should be hired as the director given; he has the highest average rate in the top 3 genres.
- The actors that should be hired are Mammooty or Mohanlal both could be hired as they were the top actors on the basis of median ratings.
- The top production house is Marvel but regarding the genre we are targeting they might not be the best one to partner up with Twentieth Century Fox might be better
- The Indian Actor that should be hired should be Vijay Sethupathi
- The actress which should be hired based on the data should be Taapsee Pannu
- For multilingual movies, RSVP should partner with Star Cinema or Twentieth Century Fox as they are the top 2 production companies in multilingual .