

# **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

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

1. A total of 1078 movies were produced in the year 2019 in 'Drama' genre. Therefore RSVP movies should focus on 'Drama' genre for their next project.
2. RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
3. Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies
4. Approximately, the future project could have an average duration of 107 mins.
5. Due to higher average rating, James Mangold can be hired as the director for the next project.
6. Based on the median rating, Mammooty ranked 1 st or Mohanlal ranked 2nd can be hired as the actor for their next project.
7. Based on the total votes received and average rating, Tapsee Pannu can be chosen as the actress for their next project.
8. Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
9. As a global partner, Marvel Studios ranked 1st, Twentieth Century Fox ranked 2nd or Warner Bros can be chosen as the number of votes received is comparatively higher than other production houses.
10. Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.