

EXECUTIVE SUMMARY

Based on the analysis of RSVP Movie dataset, following are the key insights to be considered for the next project:

- Best month to publish the next movie is March as highest number of movies were published in this month.
- The next movie should definitely be published in USA and India as 1059 movies were published in these countries in 2019 alone.
- Next movie can be under the genre Drama as highest number of movies were published under this genre having 4285 movies.
- James Mangold should be considered as the director for the next movie as he is the top director in terms of highest number of hit movies based on both the rating and votes.
- Star Cinema can be considered as the production company for the next movie since it is the top production company for multilingual movies in terms of highest number of hit movies.
- Manmootty and Mohanlal can be considered for the next project as they are the top 2 actors in terms of highest number of movies with median rating above 8.
- Parvathy Thiruvothu, Susan Brown and Amanda Lawrence can be considered for the next project as they are the top 3 actresses in Drama genre.
- Since, RSVP movies is based out of Mumbai, to attract local fanbase, Indian Actor and Actress should be considered for casting. The top Indian Actor and Actresses are Vijay Sethupati and Taapsee Pannu.