

Executive Summary

Post analysis on IMDB data by RSVP movies following Insights are derived:

- Most of the movies were produced in the month of March. Most of the movies were released in the year 2017.
- Drama was the most popular genre with 4285 number of movies and an average duration of 106.7746. RSVP movies can focus on this genre for its future films. Action and Thriller genres also holds good potential. There are total 13 genres in the report.
- Most of the movies were rated between 6-8 on a median rating scale.
- Dream warrior Pictures and National Theatre Live had produced highest rated films. Star Cinema and Twentieth Century Fox are also good contenders.
- Top directors observed from the analysis are James Mangold, Anthony Russo, Joe Russo and Soubin Shahir.
- Mammooty and Mohanlal are the top actors with highest number of ratings.
- Taapse Pannu can be chosen as actress as she is on the top of the list with average rating 7.74 and maximum votes.
- Marvel Studios(1st) Twentieth Century Fox(2nd) & Warner Bros.(3rd) can be chosen as its Global Partners as number of votes received is maximum of their movies.
- In India, Vijay Sethupathi can be focused on as he is popular here, followed by Fahad Fasil and Yogi Babu.
- Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits (median rating ≥ 8).