

EXECUTIVE SUMMARY

RSVP Movies is an Indian film production company known for creating multiple blockbuster Indian films. They intend to become global by producing a film aimed at a worldwide audience by the year 2022. RSVP has engaged SDT Analytics, a data analytics and SQL specialist, to analyse the previously accessible dataset and generate useful insights in order to take every possible step toward a successful strike.

SDT Analytics has done an extensive study and the following observations were noted:

1. The dataset included information of movies pertaining to previous three years. It was observed that the number of movies produced has decreased with each successive year. The number of movies released in the months of January, March and September are comparatively more than the rest of the months. March being the highest. The number of movies produced in December is the least.
2. Thirteen categories of genres were identified and most of the movies belonged to Drama genre (4285) followed by Comedy and Thriller.
3. Kirket and Love in Kilnery were revealed to be the top movies in terms of average rating.
4. Dream Warrior Pictures and National Theatre Live were found to be the top production house based on the number of hit movies these production companies have produced.
5. James Mangold, Anthony Russo and Soubin Shahir emerged as the top 3 directors among the top 3 genres.
6. Mammooty and Mohanlal were deemed to be the top actors when median ratings were examined, but Andrew Garfield and Vijay Raaz were found to be the top actors when average ratings were considered.
7. Marvel Studios has received the highest number of votes making it the top production house among all.
8. Based on average ratings, Vijay Sethupathy and Fahadh Faasil ranked as the top two actors in Indian films.
9. Tappsee Pannu and Kirti Sanon emerged as the top two actresses in Indian films based on average ratings.

Recommendations

As an expert analyst, SDT Analytics advises RSVP Movies to produce a drama film. Dream Warrior Pictures or National Theatre Live can be chosen as the production house assuming for a success in the box office. The film may be directed by James Mangold. Since, RSVP wants to give a regional feel, Mammooty or Mohanlal may take the lead role of actor and Tapsee Pannu or Kirti Sanon as lead actress.