

## **Executive Summary and Recommendations**

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

1. Most of the movies were produced in the month of March with an average of about 2300 movies per year.
2. Drama was the most popular genre with 4285 number of movies and an avg duration of 106.7746. RSVP movies can focus on this genre for its future films. Action and Thriller genres also hold potential.
3. Most of the movies were rated between 6-8 on a median rating scale. Aiming for 8+ on a median rating will increase chances of a superhit movie.
4. Dream warrior Pictures and National Theatre Live had produced highest rated films. Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies as the movie will be for Indian audience primarily.
5. Top directors observed from the analysis are James Mangold, Anthony Russo, Joe Russo and Soubin Shahir. With the later 3 tied at #2 spot. RSVP can have its future projects with them.
6. Mammooty and Mohanlal are the top actors with highest number of rating.
7. Taapsee Pannu can be chosen as actress as she is on the top of the list with average rating 7.74 and maximum votes.
8. 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.
9. In India, Vijay Sethupati can be focused on as he is popular here.
10. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits (median rating  $\geq 8$ ) among multilingual movies.