

EXECUTIVE SUMMARY

After analysing the IMDB dataset, the following insights were derived for RSVP movies:

- Drama genre which has **4285** movies has the highest number of movies produced among all other genres with an average duration of **106.77** minutes. Therefore, RSVP movies should focus more on 'Drama' genre for their future project.
- The highest number of movies is produced in the month of **March**. Therefore, RSVP movies should focus more during this period.
- From the dataset, **Dream Warrior Pictures** and **National Theatre Live** production houses have produced the greatest number of hit movies with an average rating of 8.
- Due to higher average ratings, **James Mangold**, **Joe Russo** and **Anthony Russo** are top three directors who can be hired as the director for RSVP's future project.
- **Marvel Studios**, **Twentieth Century Fox** and **Warner Bros.** are the top three production houses based on the number of votes received by their movies they have produced.
- **Star Cinema** and **Twentieth Century Fox** are the top two production houses that have produced the highest number of hits among multilingual movies.
- **Mammootty** (Ranked 1st) or **Mohanlal** (Ranked 2nd) can be hired as the main lead actor for their next project based on the median rating.
- With movies released in India based on their average ratings, **Vijay Sethupathi** can be hired as the additional actor for RSVP's future project.
- **Taapsee Pannu** can be hired as main actress for the next project in Hindi movie released in India based on their average ratings.
- Based on Super Hit movies with average rating >8 in drama genre, **Parvathy Thiruvothu**, can be hired as main actress for the upcoming project in the drama genre.