

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived after analysing the IMDb dataset for RSVP Movies:

SL NO.	OBSERVATIONS	RECOMMENDATIONS
1.	Most popular genre is Drama followed by Action and Thriller.	<ul style="list-style-type: none">• RSVP Movies can focus on Drama genre for its future film.• Action and Thriller can also be explored.
2.	<ul style="list-style-type: none">• Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies.• Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies.	Considering the fact that the movie is for global audience, RSVP Movies should opt for Twentieth Century Fox for the project as they have both global presence and popularity.
3.	James Mangold, Soubin Shahir and Joe Russo are the best directors.	They should go for James Mangold as the Director of the movie as he has the most movies above 8 rating.
4.	<ul style="list-style-type: none">• As per median rating, Mammootty (8 movies) and Mohanlal (5 movies) are the top actors• As per average rating Vijay Sethupathi (8.42) and Fahadh Faasil (7.99) are the top actors.	Mammootty and Vijay Sethupathi both can be casted as actor for the movie.
5.	<ul style="list-style-type: none">• Based on number of Super Hit movies (average rating > 8) in drama genre, Sangeetha Bhat and Fatmire Sahiti are the top actresses.• As per average rating Taapsee Pannu (7.74) and Divya Dutta (6.88) are the top actresses.	Sangeetha Bhat and Taapsee Pannu both can casted as actresses for the movie.
6.	Average length of the movie is around 105 minutes.	Movie length should be kept within 100-110 minutes.