

# EXECUTIVE SUMMARY

A number of significant insights are offered by the analysis of RSVP movies project data.

First, drama is the film genre with the highest overall rating, followed by comedy, action, and romance. The drama film "The Shawshank Redemption," which has the highest rating, is one of the top choices.

Second, the majority of the top 10 movies—aside from "The Godfather," which has a duration of almost 2 hours and 55 minutes—have a very short running time.

Thirdly, according to a study of movie ratings by decade, the best-rated films were created in the 1990s, followed by the 2000s and the 2010s. The information also reveals a yearly growth in the number of films made over the years.

Based on these insights, the following recommendations can be made to RSVP movies for their project:

- i. Focus on producing drama movies, as they have the highest average rating.
- ii. Consider producing movies with a runtime of approximately 2 hours, as the top-rated movies tend to have this runtime.
- iii. Consider producing movies in the 1990s style, as the highest rated movies were produced during this decade.
- iv. Consider increasing the production of movies over time, as the number of movies produced each decade has increased.

Overall, the data offers insightful information about moviegoers' interests and may be utilized to guide RSVP movies' strategy and decision-making.