

EXECUTIVE SUMMARY & RECOMMENDATIONS

Executive Summary:

Following a comprehensive analysis of the IMDB dataset, key insights guide strategic decisions for RSVP Movies' upcoming project.

Genre Focus: In 2019 (last year), 1078 movies (4285 in total in 'Drama' genre) in the 'Drama' genre indicate a market trend. Therefore, prioritizing the 'Drama' genre for the next project is recommended.

Project Duration: An average duration of ~ 107 minutes is advised for the upcoming project, derived from dataset analysis.

Production Company Considerations: Dream Warrior Pictures (Ranked 1st) and National Theatre Live (Ranked 2nd) emerge as potential production companies, warranting further consideration.

Director Options: Considering the higher average rating, James Mangold (ranked 1st) and Soubin Shahir (Ranked 2nd) are recommended options as the project's directors. In case of choice by movies directed , A.L. Vijay (ranked 1st) can be considered.

Lead Actor Options: For the lead actor role, Mammooty (Ranked 1st) or Mohanlal (Ranked 2nd) are strong candidates based on median ratings.

Lead Actress Selection: Taapsee Pannu, with a combination of total votes and average rating, is recommended for the actress role.

Indian Actor Choice: Vijay Sethupathi is recommended as an additional actor (Male), considering total votes and regional appeal. Sangeeta Bhat is recommended as an popular drama actress.

Global Production Partners: Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd), or Warner Bros. are suggested as global partners due to higher votes compared to other production houses.

These concise recommendations, based on dataset insights, aim to align RSVP Movies'

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upcoming project with market trends and audience preferences, facilitating informed decision-making within a competitive landscape.