# **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

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The following are the observations which we gathered after analysing RSVP movies IMDb dataset –

1. There is a downward trend in the number of movies released over the years.
2. The highest number of movies is produced in the month of March.

below tables explains the trend:





1. USA and INDIA alone were produced **1059 movies in the year 2019 out of 2001 movies**
2. Drama is the type of genre where highest movies were produced and its count is 4285 and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
3. Action movies are the one with highest avg\_duration with 112.88 minutes.
4. RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be considered as they belong to the top three genres followed by Drama.
5. The DRAMA genre has the highest movie produced during March 2017 in the USA had more than 1,000 votes. And, also top 3 genres are drama, comedy and action during March 2017 in the USA and had more than 1,000 votes.
6. The Blue Elephant 2 is top median\_rated movie.
7. German movies are the top voted ones with votes of 4421525 than Italian.
8. Dream Warrior Pictures & National Theatre Live are the production companies that have produced the highest number of hit movies among all production companies.



1. Star Cinema and Twentieth Century Fox are the top 2 production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered by RSVP for their next project.
2. The top director in the top three genres with highest number of superhit movies is James Mangold. He can be considered as the director for the next project. As per the output **James Mangold, Antony Russo and joe russo** are the top 3 directors with avg\_rating >8
3. Based on median rating, **Mammootty and/or Mohanlal** can be hired as the actor for the next project.
4. **Marvel Studios, Twentieth Century Fox and Warner Bros** are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
5. Based on total votes and average rating of 8.42 for movies released in India, **Vijay Sethupathi** can be added to the cast woo the Indian audience for the upcoming project, even the presence of **Fahad Fazil and Yogi Babu** will be added advantage.
6. Based on total votes and average rating of 7.74 received for Hindi movies released in India, **Taapsee Pannu** can be chosen as the actress in lead.
7. **Based on the number of Super Hit movies, Parvathy** **Thiruvothu** can also be considered as the actress and Andrew Garfield as an actor for Drama genre.
8. the top 9 directors are

**'Andrew Jones'**

**'A.L. Vijay'**

**'Sion Sono'**

**'Chris Stokes'**

**'Sam Liu'**

**'Steven Soderbergh'**

**'Jesse V. Johnson'**

**'Justin Price'**

**'Özgür Bakar'**