

Executive Summary:

After analyzing the IMDB dataset we can derive on the following insights:

- There are huge number of audience for the movies release in the below months:
 - March- As academic year ends and summary holidays begin
 - Jan- Festive month with holidays
- Comparatively there is a very low audience for the movies release in June and July
- The total of 1078 no of movies are produced in 2019 in 'Drama' genre. The average duration of this genre is 107 min .The top genre is drama followed by comedy and thriller
- Marvel Studios has the highest number of votes.
- Star Cinema has produced the highest multilingual hit movies.
- James Mangold directed the highest hit movies in Action and Drama genres.
- Mammootty has the highest median rating.
- Vijay Sethupathi has the highest votes in India.
- Taapsee Pannu has the highest average rating of Hindi movies.

Suggestions:

- Movies can be planned to release around summer holidays or winter holidays or during festivals to attract larger audiences.
- A total of 1078 movies were produced in the year 2019 in the 'Drama' genre. Therefore, RSVP Movies should focus on the 'Drama' genre for their next project.
- Approximately, the future project could have an average duration of 107 mins.
- From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
- Due to higher average rating, James Mangold can be hired as the director for their next project.
- Based on the median rating, Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next project.
- Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
- As a global partner, Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd) or Warner Bros. can be chosen as the number of votes received is comparatively higher than other production houses.