

## **EXECUTIVE SUMMARY**

We draw some points based on the Insights:

- A total of 1059 movies were produced in the year 2017 in the month of March in the 'Drama' genre in the USA and India. Therefore, RSVP Movies should focus on the 'Drama' genre for their next project and should release the movie in the month of March.
- Approximately, the future project could have an average duration of 107 mins.
- From the dataset, we can predict that Rank.1 "Dream Warrior Pictures" or Rank.2 "National Theatre Live" 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, Rank.1 "Mammootty" or Rank.2 "Mohanlal" 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, Rank.1 "Marvel Studios", Rank.2 "Twentieth Century Fox" or Rank.3 "Warner Bros." can be chosen as the number of votes received is comparatively higher than other production houses.
- Based on the number of movies, Top director is Andrew Jones so he can be hired for the next movie direction.
- Based on the number of hit movies, Star Cinema and Twentieth century fox can be hired for the next project.