

## **EXECUTIVE SUMMARY AND RECOMMENDATIONS**

The following insights were derived for RSVP movies after analyzing the IMDb dataset:–

- There is a downward trend in the number of movies produced over the years.
- The highest number of movies were produced in the month of March.
- RSVP movies can focus on the Drama genre for their future film. It is the most popular genre with 4285 movies and an average duration of 106.77 minutes. Action and thriller genres can also be explored as they belong to the top three genres.
- Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
- Top three directors in the top three genres('Drama', 'Action', 'Comedy') where movies with an average rating > 8, who can be hired by RSVP Movies are 'James Mangold', 'Anthony Russo' and 'Joe Russo'.
- Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies and should be considered for their next project.
- Top three directors in the top three genres('Drama', 'Action', 'Comedy') where movies with an average rating > 8, who can be hired by RSVP Movies are 'James Mangold', 'Anthony Russo' and 'Joe Russo'.
- Based on the median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
- Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered the actress and Andrew Garfield as an actor in the Drama genre.
- Based on total votes and an average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast to woo the Indian audience for the upcoming project.
- Based on total votes and an average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.