

Executive Summary and Recommendations

1. We can see that the number of movies released every year decreased between 2017-2019 with 2017 being the highest of 3036 movies released. Also, we can see that the highest number of movies were released in the month of March with 823 movies being released.

Result Grid			Filter Rows:	Search
Year	number_of_movies	month_num	number_of_movies	
▶ 2017	3036	▶ 1	804	
2018	2935	2	640	
2019	1994	3	823	
		4	680	
		5	624	
		6	579	
		7	492	
		8	677	
		9	807	
		10	801	
		11	625	
		12	437	

2. 'Drama' is the genre with the highest number of movies produced overall, followed by 'Comedy' and 'Thriller'. Hence, RSVP Movies can focus these 3 genres, with an average duration as shown in below table.

Result Grid			Filter Rows:	Search
genre	number_of_movies	avg_duration		
▶ Drama	4285	112.88		
Comedy	2412	109.53		
Thriller	1484	107.05		
		106.77		
		105.14		
		102.62		
		101.87		
		101.80		
		101.58		
		100.97		
		100.16		
		97.94		
		92.72		

3. Dream Warrior Pictures and National Theatre Live stand out as the top production company with highest number of hit movies, i.e., with an average rating>8 and top 3 production companies with highest number of votes are Marvel Studios, Twentieth

Century Fox and 'Warner Bros.' Hence, RSVP Movies can partner with these companies for global projects.

Result Grid			Filter Rows:	Q Search	Export:
production_company	movie_count	prod_company_rank			
▶ Dream Warrior Pictures	3	1			
▶ National Theatre Live	3	1			
▶ Central Base Productions	2	2			
▶ Colour Yellow Productions	2	2			
▶ Lietuvos Kinostudija	2	2			
▶ Marvel Studios	2	2			
▶ National Theatre	2	2			
▶ Painted Creek Productions	2	2			
▶ Panorama Studios	2	2			
▶ Swadham Entertainment	2	2			
▶ 1234 Cine Creations	1	3			
▶ 20 Steps Productions	1	3			
▶ 3 Ng Film	1	3			
▶ 70 MM Entertainments	1	3			
▶ A square productions	1	3			
▶ A Studio	1	2			

Result Grid			Filter Rows:	Q Search
production_company	vote_count	prod_comp_rank		
▶ Marvel Studios	2656967	1		
▶ Twentieth Century Fox	2411163	2		
▶ Warner Bros.	2396057	3		




4. James Mangold would be a great choice as director for next project of RSVP Movies as he has the highest number of super hit movies in the top genres.




Result Grid			Filter Rows:	Q Search
director_name	movie_count			
▶ James Mangold	4			
▶ Anthony Russo	3			
▶ Soubin Shahir	3			
▶ Joe Russo	3			
▶ Manoj K. Jha	2			



5. The top 2 actors whose movie's median rating is above 8 are Mammooty and Mohanlal showing that they are consistently good.

Result Grid			Filter Rows:	Q Search
actor_name	movie_count			
▶ Mammooty	8			
▶ Mohanlal	5			

6. -> Top actor with highest average rating is Vijay Sethupathi.
 -> Similarly, Taapsee Pannu is among actress in Hindi films.
 -> Also, based on the number of votes, its Parvathy Thiruvothu at the top .
 -> Hence choosing these artists for the next movie, especially a pan-India movie, would be a smart choice.

Result Grid   Filter Rows: <input type="text" value="Search"/>					Export: 
actor_name	total_votes	movie_count	actor_avg_rating	actor_rank	
▶ Vijay Sethupathi	23114	5	8.42	1	
Fahadh Faasil	13557	5	7.99	2	
Yogi Babu	8500	11	7.83	3	
Joju George	3926	5	7.58	4	
Ammy Virk	2504	6	7.55	5	
Dileesh Pothan	6235	5	7.52	6	
Kunchacko Boban	5628	6	7.48	7	
Pankaj Tripathi	40728	5	7.44	8	
Rajkummar Rao	42560	6	7.37	9	
Dulquer Salmaan	17666	5	7.30	10	
Amit Sadh	13355	5	7.21	11	
Tovino Thomas	11596	8	7.15	12	
Mammooty	12613	8	7.04	13	
Nassar	4016	5	7.03	14	
Karamjit Anmol	1970	6	6.91	15	
Harshvardhan Kapoor	2106	5	6.58	16	

Result Grid   Filter Rows: <input type="text" value="Search"/>					Export: 
actress_name	total_votes	movie_count	actress_avg_rating	actress_rank	
▶ Taapsee Pannu	18061	3	7.74	1	
Divya Dutta	8579	3	6.88	2	
Kriti Kharbanda	2549	3	4.80	3	
Sonakshi Sinha	4025	4	4.18	4	

Result Grid  Filter Rows: <input type="text" value="Search"/>					Export: 
actress_name	total_votes	movie_count	actress_avg_rating	actress_rank	
▶ Parvathy Thiruvothu	4974	2	8.25	1	
Susan Brown	656	2	8.94	1	
Amanda Lawrence	656	2	8.94	1	
Denise Gough	656	2	8.94	1	