

Problem Statement: RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience but for their next project, they are planning to release a movie for the global audience in 2022.

EXECUTIVE SUMMARY & RECOMMENDATIONS

After analysing the IMDB dataset, I have observed the following insights:

- It is perceived that 3052, 2944, 2001 movies are released in the year 2017, 2018 and 2019 respectively, Movie releases are in downtrend, and this may be due to online streaming sites like Netflix, Amazon Prime. So, RSVP has be very precise when they produce the movie.
- 1078 movies were produced in the year 2019 in 'Drama' genre. Therefore, RSVP Movies should focus on 'Drama' genre for their next project.
- Apart from Drama genre (4285 Movies), Comedy and Thriller genre also can be ventured by RSVP based on data. (More than 1000 Movie releases)
- RSVP Movies can target March month for the release of movies. Since most of the movies are released in March and can help to generate more revenue due to vacation of school, Colleges.
- Production House in the future project can have an average duration of 107 mins
- Most of the movies were rated between 6-8 on a median rating scale. Aiming for 8+ on a median rating will increase chances of a super hit movie.
- Dream warrior Pictures and National Theatre Live had produced highest rated films.
- RSVP Movies can partner with Top production house that has produced the most number of hit movies are Dream Warrior Pictures and National Theatre Live.
- Marvel Studios, Twentieth Century Fox & Warner Bros can be chosen as its Global Partners as number of votes received is maximum of their movies.
- Top directors observed from the analysis are James Mangold, Anthony Russo, Joe Russo and Soubin Shahir. RSVP can have them in its future projects.
- Mammootty and Mohanlal are the top actors with highest number of rating
- Top actor is Vijay Sethupathi who has acted in at least five Indian movies with maximum rating
- Taapsee Pannu can be selected as actress as she is on the top of the list with average rating 7.74 and maximum votes
- Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies as the movie will be for Indian audience.