

# EXECUTIVE SUMMARY

After analyzing the IMDb data, we can draw the following insights:

- Total of 4285 movies of 'Drama' genre were produced overall, which is the highest among all the other genres.
- There were 1078 movies of 'Drama' genre produced in 2019 alone, therefore RSVP should focus on 'Drama' genre.
- Their future project could have an average duration of 106.77 minutes.
- Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies, so RSVP could work with one of the two production companies for their next project.
- According to the analysis, James Mangold can be hired as a director for RSVP's next project.
- Mammooty(1<sup>st</sup>) and Mohanlal (2<sup>nd</sup>) are top two actors based on median rating more than 8, RSVP can hire one of the two actors or both the actors for their next project.
- As global partners, Marvel Studios(1<sup>st</sup>), Twentieth Century Fox(2<sup>nd</sup>) or Warner Bros.(3<sup>rd</sup>) could be chosen by RSVP, as these are the top three production houses based on the number of votes received by the movies they have produced.
- For regional feel, Vijay Sethupathi can be chosen as an actor as it tops the list based on average rating of movies produced in India.
- Taapsee Pannu can be chosen as an actress as she tops the list based on average ratings of Hindi movies produced in India.
- Star Cinema(1<sup>st</sup>) and Twentieth Century Fox(2<sup>nd</sup>) have produced the highest number of hits among multilingual movies, it should be taken into account by RSVP for their next project.