

# EXECUTIVE SUMMARY AND RECOMMENDATIONS

There are following insights for RSVP movie after analysing the IMDB Dataset-

- There is a clear decrement in the number of movies produced over the year, *3052 movies were made in 2017, 2944 movies were made in 2018 and 2001 movies in 2019.*
- Highest movies were produced in month of March.
- Drama is most popular genre with **4285** number of movies produced; therefore RSVP can focus more on drama genre for its Future movies. Action and thriller also considered as they belong to top 3 genre.
- Drama has the average duration of **106.77** minutes, where Action has the highest duration of **112.88** minutes.
- **Dream Warrior pictures or National Theatre Live** production companies have produced the highest number of hit movies among all production companies.
- The top Director who has the highest number of superhit movies is **James Mangold**; RSVP can consider him for his next project.
- RSVP can hire **mammootty or Mohanlal** for his upcoming Movie as these actors have more than or equal to the median rating, or maybe RSVP can consider both.
- **Marvel Studios, Twentieth Century Fox and Warner Bros** are top three Production houses based on the number of votes received by their movies and must be considered for Global Partner.
- **Tapsee Pannu** can be chosen as an actress as she has a 7.74 average rating Received for Hindi movies.
- Since this upcoming movie is meant for Global Audience. **Star Cinema and Twentieth Century Fox** are the Top Production Houses that have produced highest number of hits among multilingual movies. RSVP can considered them for their next project.