

EXECUTIVE SUMMARY

We have undertaken a comprehensive analysis of IMDB movie data provided. This analysis has revealed some valuable insights that will guide RSVP Movies' strategic decisions on next project.

Key Insights and Recommendations:

Release Timing: Our data shows that highest numbers of movies produced in March.

Genre Selection: Drama is the most popular genre, following by Comedy. RSVP should consider producing a movie within one of these genres.

Movie duration: Average film duration of top 3 genres is in range 101.58 to 106.77 minutes.

Production Company: Twentieth Century Fox is one in the top two production houses, beside Star Cinema, that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production company are good contenders and should be considered for our next project.

Director: The top directors in the top three genres with highest number of superhit movies is James Mangold, Joe Russo, Anthony Russo . They should be considered to hire as the director for the next project.

Actors: Based on median rating, Mammooty and/or Mohanlal can be hired as the actor(s) for the next project. Based on average rating, Vijay Sethupathi can be a good choice.

Actresses: Based on the number of Super Hit movies, Parvathy Thiruvothu is top actress. Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu is the best. They can be considered to be actress for the next movie.