

EXECUTIVE SUMMARY

Following Insights are drawn after analysing IMDB data set:

- After analysing the trend in production of movies, it is observed that high number of movies are produced in the month of March.
- RSVP to focus on producing the movies in “Drama” genre for their next project with a possible duration of 106.77 min. The number of movies produced in this genre is highest (4285) compared to other 12 genres in the data set.
- Apart from Drama genre, RSVP can also focus on comedy and thriller as they are in top three genres.
- RSVP movies can partner with dream warrior pictures or National theatre Live for its next project as both the companies have produced highest number of hit movies.
- RSVP should choose German language films for their next project instead of Italian movies.
- RSVP should hire James Mangold as director among the top three directors as he made highest number of movies with avg rating >8.
- Mamoty or Mohanlal can be chosen as the actors for RSVPs next project.
- Since the number of votes received by Marvel Studios, Twentieth century Fox and Warner Bros are comparatively high than other production houses globally, RSVP should choose either of the 3 production houses for Global project.
- Vijay Sethupathi to be chosen as an additional actor as he received highest number of votes in the national level.
- Tapsee Pannu is the better choice as an actress for RSVP’s next project.