

Executive Summary

Insights & Recommendations:

- Major number of movies were released in the month of March, thus releasing in march might not be much profitable due to strong competition.
- The company should focus more on releasing/making movie for '**Drama**' genre as it is the most popular genre and most produced genre in terms of number of movies produced.
- Perhaps considering the 'Drama' as the key genre to focus upon, the average duration should be approximately 107 minutes.
- RSVP Movies should partner with **Dream Warrior Pictures** or **National Theatre Live** production houses as they have produced the most number of hit movies with average rating greater than 8.
- The most popular director is **James Mangold** when we look at top 3 genres and average rating greater than 8, thus RSVP should consider James Mangold as the director for the movie project.
- **Mammootty** or **Mohanlal** could be hired as actors based on the median ratings and number of movies. As they were the top actors from the desired insights.
- **Tapsee Pannu** could be hired as actress for the next movie project as she was the most popular actress based on the average rating (7.74) & Total Votes.
- RSVP can opt to partner with **Marvel Studios** as their global partners based on highest votes received.
- RSVP should consider hiring **Andrew Jones** as he is the top ranked director.
- For Multilingual movies, RSVP can partner with **Star Cinema & Twentieth Century Fox** as they are top 2 production houses in terms of multilingual movies.