

## Executive Summary & Recommendations

As per the analysis of IMDB Dataset, below are the vital insights:

- The highest number of movies were produced in the month of March, however there is a fall in the number of movies produced from the year 2017 till 2019.
- Many movies are produced in the USA and India. Therefore, to increase the revenues, apart from India, the US should be a destination to release more no. of prints of the movie. Further, the US has a large share of Indian diaspora residing in it and movies being produced by an Indian Production house will surely attract the large share of Indian movie goers.
- Among all the 13 genres, "Drama" is the most popular, Therefore, for future films Drama genre can be a spotlight for RSVP movies. Drama has the highest average rating. The duration of the movie can be well within 120 minutes, as the Drama genre has an average run time of 106.77 minutes.
- Dream Warrior Pictures and National Theatre Live have the highest number of hit movies and could be the next partner production company for future films.
- On Global front, Marvel Studios is the top production company, followed by Twentieth Century Fox and Warner Bros., with whom RSVP Movies can have a tie-up to increase Global reach of the film.
- RSVP Movies can plan for a multilingual movie, partnering with Star Cinema or Twentieth Century, who have the highest movie hits for multilingual movies.
- The Director of the movie based on experience can be James Mangold, failing which Anthony Russo or Joe Russo can be approached, as James Mangold has the greatest number of movie count with highest rating, followed by Anthony Russo and Joe Russo.
- Mammootty is the leading actor based on the median rating, followed by Mohanlal. Moreover, Vijay Sethupathi is among top actors in India with highest average rating. These actors can be chosen for lead roles in the future.
- Naseeruddin shah and Anandraj have the same average. However, the votes for Naseeruddin shah are more than Anandraj. Same applicable for Siddique, Aju Varghese, Biju Menon, Mahesh Achanta.
- Taapsee Pannu is among top actresses with high average rating for movies released in India, followed by Divya Dutta.
- RSVP Movies can hire Amanda Lawrence or Denise Gough or Susan Brown who have an average rating of 8.95 in this genre.
- A.L. Vijay and Andrew Jones are the directors who have the highest number of movies during the review period.