

EXECUTIVE SUMMARY

The following insights were derived for RSVP movies after analysing the IMDb dataset: –

- 1) There is a downward trend in the number of movies produced over the years. The highest number of movies were produced in the month of March.
- 2) Additionally, considering James Mangold's higher average rating, he is a suitable candidate to be hired as the director for their next project.
- 3) RSVP movies can focus on the Drama genre for their future film. It is the most popular genre with 4285 movies and an average duration of 106.77 minutes. Action and thriller genres can also be explored as they belong to the top three genres.
- 4) Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
- 5) Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on the number of votes received by their movies and must be considered for a global partner.
- 6) Based on the dataset, it can be inferred that Dream Warrior Pictures (ranked 1st) or National Theatre Live (ranked 2nd), or possibly both, could serve as the production company for their upcoming project.
- 7) Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies and should be considered for their next project.
- 8) Based on the median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
- 9) The top director in the top three genres with the highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
- 10) Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered the actress and Andrew Garfield as an actor in the Drama genre.
- 11) Based on total votes and an average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast to woo the Indian audience for the upcoming project.
- 12) Based on total votes and an average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.

- 13) Considering the significantly higher number of votes received compared to other production houses, Marvel Studios (ranked 1st), Twentieth Century Fox (ranked 2nd), or Warner Bros. can be selected as the preferred global partner.