

EXECUTIVE SUMMARY & RECOMMENDATIONS

Following the analysis of the IMDB dataset, we can draw the following insights for RSVP movies:

- The number of movies produced is declining as the year's progress. The month of March is the most productive for movie production.
- Among all genres, Drama produced the most movies. Therefore, RSVP Movies should consider the 'Drama' genre for its next production. This new production could have an average duration of about 107 minutes.
- Production companies Dream Warrior Pictures and National Theatre Live have produced the most successful films with an average rating of over 8.
- The director with the highest number of super hit movies in the top three genres and the higher average rating is James Mangold.
- Considering the median rating, Mammooty or Mohanlal have the potential to be hired as the actor for their next project.
- Marvel Studios, Twentieth Century Fox, and Warner Bros. can be selected as global partners, as their number of votes is higher than the other production houses.
- Vijay Sethupathi as the additional actor, and Taapsee Pannu as the actress, should be chosen based on the average rating received for their upcoming project, as they want to give a regional feel and engage the Indian audience.
- Star Cinema and Twentieth Century Fox are the two production houses that had the most success in multilingual movies. These production houses are a good match for their next movie project since the film is intended for a worldwide audience.