

EXECUTIVE SUMMARY & RECOMMENDATIONS

Group Members: Suresh Kumar Singh, Shashi & Versha Verma

After analyzing the IMDB dataset, we recommend considering the following points based on the insights gathered for the next project:

1. Considering the trend in the past three years' data, we recommend RSVP Movies to focus on the "Drama" genre for their next project with an average duration of 106 minutes. The "Drama" genre has performed well from an earning perspective.
2. It's advisable to target the USA and Indian audiences, as these countries produce a huge number of movies each year compared to other countries.
3. For their next project, RSVP should pick one of the top two production companies, either Dream Warrior Pictures or National Theatre Live.
4. Based on higher average rating, either of the top two directors - James Mangold or Soubin Shahir can be hired as the director for their next project.
5. Based on the median rating, either of the top two actors - Mammooty or Mohanlal can be hired as the actor for their next project.
6. Based on the total votes received and average rating, either of the top two actresses - Taapsee Pannu or Kriti Sanon can be hired for their next project.
7. For a regional touch, Vijay Sethupathi can be hired as an additional actor based on the total votes received.
8. Marvel Studios - Ranked 1st and Twentieth Century Fox - Ranked 2nd can be chosen as a global partner as the number of votes received is comparatively higher than other production houses.
9. Movies Star Cinema and Twentieth Century Fox, the top two production houses that provided hit movies, can be considered to minimize the risk of getting a flop for the next project.