

SUMMARY

The IMDB database consisted of some important insights. According to these insights, there can be some recommendations that can be given to **RSVP Movies** for their next project.

Recommendations:

1. RSVP Movies can partner with **Marvel Studios** as they have the highest number of votes received by their produced movies. They can also team up with other global production houses such as **Dream Warrior Pictures** and **National Theatre Live** as they top the list of highest number of In-house produced hit movies with an **average rating > 8**.
 2. RSVP Movies can hire **James Mangold** as the director of its next project.
 3. As they also wanted to hire a few Indian talents to give a regional feel, I recommend:
 - o Teaming up with production houses that have produced the highest number of hits among multilingual movies such as **Star Cinema & Twentieth Century Fox** for more reach.
 - o Hiring **Vijay Sethupathi** among actors and **Taapsee Pannu** among actresses as they rank No. 1 based on average ratings.
 - o **Parvathy Thiruvothu** can also be a good addition to the cast as she has the highest number of SuperHit movies.
 - o **Mammootty** or **Mohanlal** can also be a great addition based on their median ratings.
 4. They should focus on the '**Drama**' genre or movies with multiple genres including '**Drama**' as they comprise of the highest-grossing movies since 2017. '**Drama**' also has the highest number of movies produced overall with around 14662 movies and an average duration of 106.77 mins.
-