

EXECUTIVE SUMMARY AND **RECOMMENDATIONS**

After analysing the IMDb dataset, below insights were derived:

1. There is decreasing/downward trend observed for the number of movies releasing each year.
2. Highest number of movies released in the month of March.
3. Drama appears to be most popular genre with 4285 movie count and an average duration of 106.77 minutes.
4. RSVP movies should focus on Drama genre for upcoming movies. Action and Thriller can also be looked as options as these are top three genres.
5. RSVP movies can collaborate with production houses like Dream Warrior Pictures or National Theatre Live for its next project. As both these production houses have highest number of hit movies with average ratings of eight or more.
6. RSVP movies can hire James Mangold as director for upcoming project.
7. Mammooty and Mohanlal are the top two actors in terms of median ratings. RSVP movies can consider these two actors for future movies.
8. In terms of audience votes, Marvel Studios is the most popular production house worldwide followed by Twentieth Century Fox and Warner Bros production houses. RSVP movies can also consider these three production houses for next project.
9. RSVP movies can hire Vijay Sethupathi as actor for Indian movies.
10. In India, Taapsee Panu is the most popular Hindi movie actress.
11. RSVP movies can collaborate with Star Cinema and Twentieth Century Fox production houses for future multilingual projects.
12. Parvathy Thiruvothu is the top actress in drama genre movies.