

# EXECUTIVE SUMMARY

## RECOMMENDATIONS TO RSVP MOVIES

AFTER ANALYZING THE DATASET WE CAN DRAW FOLLOWING INSIGHTS:

- The number of movies that were released in the year 2017, 2018 and 2019 were 3052, 2944 and 2001 respectively where the majority were in the month of March.
- A total of 1078 movies were produced in the year 2019 in the 'Drama' genre.
- USA and India produce huge number of movies. In 2019, 1059 movies were produced in USA or India.
- Next, we analysed genres which come out to be 13. Drama has the highest number of movies followed by Comedy and Thriller.
- Duration of Action genre is maximum and minimum for Horror.
- 7.0 is the highest Median\_Rating for the movies.
- Top three production houses are Marvel Studios, Twentieth Century Fox, Warner Bros.
- There are more German movies than Italian.
- James Mangold, Joe Russo and Anthony Russo are the top 3 directors.
- Mammootty, Mohanlal and Vijay Sethupati are the top 3 actors in India.
- Taapsee Pannu is the top actress in India.

## RECOMMENDATIONS

- RSVP Movies should focus more on the Drama genre for their next project.
- Dream Warrior Pictures (Ranked 1) and National Theatre Live (Ranked 2) could be their collaborators for next projects as production companies.
- The future project could have a duration of 107 mins.
- Because of the high average rating, James Mangold can be hired as the director.
- Leading Actor can be from the top 3 actors and Taapsee Pannu can be hired for the main lead female.
- Global Partners can be one of top 3 identified from the dataset.