**EXECUTIVE SUMMARY**

Insights and Recommendations:

1. Drama genre had the highest number of movies produced overall with a total number of 4285 movies, so RSVP should consider this genre for their next project.
2. Movies of ‘Drama' genre has average duration of 106.77 mins. So, RSVP should consider the length of the movie around this number.
3. RSVP can also consider making the movies of genre 'Thriller' as Thriller movies is in top 3 among all genres in terms of number of movies.
4. If RSVP wants to collaborate, Dream Warrior Pictures and National Theatre Live production house has produced the greatest number of hit movies with average\_rating>8.
5. The top three directors RSVP should consider for next project whose movies have an average\_rating>8 are:

* James Mangold
* Anthony Russo
* Joe Russo

1. The top two actors RSVP can approach for the next project whose movies have a median\_rating >= 8 are:

* Mammootty
* Mohanlal

1. If RSVP Movies plans to partner with other global production houses. Then top three production houses in the world are:

* Marvel Studios
* Twentieth Century Fox
* Warner Bros.

1. If RSVP wants to hire an Indian actor for its upcoming project, then Top rated actor - Vijay Sethupathi can be approached.
2. Taapsee Pannu tops with average rating, she can be considered for actress.
3. For making multilingual movies, RSVP can collaborate with Star Cinema**,** that have produced the highest number of hits (median\_rating >= 8).