

EXECUTIVE SUMMARY & RECOMMENDATIONS

After analyzing the IMDB dataset we can draw some points based on the listed insights:

- ❖ A total of 1078 movies were produced in the year 2019 in 'Drama' genre. Therefore, RSVP Movies should focus on 'Drama' genre for their next project.
- ❖ Approximately, the future project could have an average duration of 107 mins.
- ❖ From the dataset, we can predict that Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd) or both could be their next project's production company.
- ❖ Due to higher average rating, James Mangold can be hired as the director for their next project.
- ❖ Based on the median rating, Mammooty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- ❖ Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next project.
- ❖ Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
- ❖ As a global partner, Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd) or Warner Bros (Ranked 3rd). can be chosen as the number of votes received is comparatively higher than other production houses.
- ❖ From the dataset, we can predict that Star Cinema (Ranked 1st) and Twentieth Century Fox (Ranked 2nd) or the top two production houses are produced the higher number of hits among the Multi languages movies.
- ❖ Based on the average rating and super hits movies in Drama genre Sangeetha Bhat (Ranked 1st) and Fatmire Sahiti (Ranked 2nd) and Adriana Matoshi (Ranked 3rd) are the top three actresses.