**Executive Summary**

**Insights Derived from RSPV Movie Case Study:**

* Downtrend was analysed in the number of movies released in Month of December compared to March with a count of 438 and 824 movies. There is a deflation in the number of movies released. Thus, It’s a added advantage to release movies in the month of March.
* Production House which produces Multilingual movies are ‘Star Cinema’ and ‘Twentieth Century Fox’. Choosing with these Production House is a major advantage because based on the reach of the movie, the movie can be dubbed and released in other language easily with experienced people.
* ‘Drama’ is most popular genre among all the genre with the count of 4285 movies in the year of 2019. RSPV can focus more on the genre ‘Drama’ in the upcoming movies.
* Mohanlal, Mammootty and Taapsee Pannu, Divya, Kirti are the favourite actor and actress among the people. The top directors are James Manglod, Anthony Russo, Joe Russo. The top Production Companies are ‘Marvel Studios’, ’Twentieth Century Fox’ and ‘Warners Bros’. RSPV can choose these combination of Director, Actor, Actress for their next project.
* Movies with one genre seems to have less reach among the peoples, so It’s advisable to produce a movie with one plus genre.
* Gross Income for the genre Drama and Family seems quite close. So, combination of these two genre will give a fantastic hit.
* Among the movies produced in India ‘Vijay Sethupathi’ and ‘Manju Warrier’ stands top, This cast can be a advantage to attract Indian Peoples.