

EXECUTIVE SUMMARY

1. Over the years, the number of movies released has consistently decreased. Most movie releases take place in March.
2. Drama stands out as the most popular genre, boasting a total of 4285 films. Remarkably, 1078 drama productions were made in 2019.
3. RSVP movies should focus more on the drama genre. They should explore action and thriller genres as well.
4. Dream Warrior Pictures and National Theatre Live are the production companies with most highly rated movies.
5. Marvel Studios, Twentieth Century Fox, and Warner Bros being the most popular, are the top production houses to consider.
6. Star Cinema and Twentieth Century Fox, with their successful multilingual films, are strong candidates for future global projects.
7. With multiple highly successful films, James Mangold stands as the preeminent director across the top three genres. He is a desirable choice for directing the next cinematic venture.
8. When considering median ratings, Mammooty and/or Mohanlal are top choices for lead actors in upcoming projects.
9. Leveraging the success of Super Hit movies, Amanda Lawrence, Denise Gough and Susan Brown are compelling choices for the actress role within the Drama genre.
10. To cater to the Indian audience, Vijay Sethupathi is recommended for inclusion in the cast due to his impressive combination of total votes and an average rating of 8.42 for films released in India.
11. Taapsee Pannu is a standout choice for the lead actress role in Hindi films, with high votes and a 7.74 average rating.