

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Production Trends:

- There is a downward trend in the number of movies produced over the years.
- March has the highest number of movie releases.

Popular Genre:

- Drama is the most popular genre, with 4,285 movies and an average duration of 106.77 minutes.
- In 2019, 1,078 drama movies were produced.

Genre Focus:

- RSVP movies should consider focusing on the Drama genre for future films.
- Action and Thriller genres are also popular and worth exploring.

Production Companies:

- Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on the number of votes their movies received. These should be considered for global partnerships.

Multilingual Movies:

- Star Cinema and Twentieth Century Fox are the leading production houses for multilingual hits. Given the global audience target, these companies are strong contenders for the next project.

Top Directors:

- James Mangold is the top director in the Drama, Action, and Thriller genres with the highest number of superhit movies. He is a suitable choice for directing the next project.

Casting Recommendations:

- Based on median ratings, Mammooty and Mohanlal are excellent choices for lead actors in the next project.
- Parvathy Thiruvothu and Andrew Garfield are top picks for the Drama genre based on their performance in superhit movies.
- Vijay Sethupathi, with an average rating of 8.42 for movies released in India, should be added to the cast to appeal to the Indian audience.
- Taapsee Pannu, with a high number of votes and an average rating of 7.74 for Hindi movies released in India, is a strong candidate for the lead actress role.