

## **EXECUTIVE SUMMARY**

- The quantity of films produced has decreased with time, with March seeing the greatest production.
- With 4285 films and an average runtime of 106.77 minutes, drama is the most popular genre. There were 1078 drama films produced in 2019 alone.
- RSVP Movies might think about concentrating on the Drama genre for upcoming movies. Since they are two of the top three genres, the action and thriller subgenres can also be investigated.
- Dream Warrior Pictures and National Theatre Live have made the most successful films of any production businesses.
- The top three production companies—Marvel Studios, Twentieth Century Fox, and Warner Bros.—should be taken into account as potential international partners based on the amount of votes they received.
- The most successful multilingual films have been produced by Star Cinema and Twentieth Century Fox, making them strong candidates for RSVP Movies' upcoming international endeavour.
- James Mangold is the best filmmaker for the top three movie genres with the most blockbuster films, giving him a good pick for the upcoming production.
- Based on median scores, Mammooty and/or Mohanlal are suggested as actors for the upcoming project.
- Considering the quantity of super hit movies, Parvathy Thiruvothu is a good pick for the actress in the drama genre. As an actor in the same genre, Andrew Garfield is suggested.
- To appeal to the Indian audience for the next production, Vijay Sethupathi, with a high average rating of 8.42 and total votes, can be added to the cast.
- Based on the total votes and the 7.74 average rating, Taapsee Pannu is a good pick for the actress in Hindi films that have been released in India.