

Executive Summary And Recommendation

1. There is a downward trend in the number of produced movies over the years. Highest number of movies produced in month march.
2. Drama is the most popular genre with 4285 movies and average duration of 106.77 minutes.
3. RSVP should focus on Drama Genre for future movies. Comedy and Thrilled genres can also be considered as they belong to top three genre.
4. Dream works studio, National theatre Live And Lietuvos Kinostudija produced most hit movies.
5. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
6. The top director in the top three genres with highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
7. Based on median rating, Mammootty and/or Mohanlal can be hired as the actor for the next project.
8. Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
9. Based on total votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast woo Indian audience for the upcoming project.
10. Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress.