

EXECUTIVE SUMMARY:

1. With an average of about 2300 movies per year, most number of movies were produced in the month of March.
2. Dream warrior Pictures and National Theatre Live have produced the most number of hit movies. But when it comes to multilingual movies, Star Cinema and Twentieth Century Fox are the top contenders.
3. With 4285 number of movies and average duration of 106.77 minutes the most popular genre is Drama. In the year of 2019, total of 1078 drama movies were produced.
4. The top three genres which can be focused in future are Drama, Thriller and Action.
5. The average rating for most of the movies were between 6-8 on a median rating scale. Aiming for 8+ on a median rating will increase chances of a superhit movie.
6. Based on the number of votes received by their movies the production houses of Marvel Studios, Twentieth Century Fox and Warner Bros are good contenders to be global partners.
7. The top director with highest number of Super Hit Movies is James Mangold and can be a good choice for the next project.
8. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
9. Based on the number of Super Hit Movies, Parvathy Thiruvothu can be considered as the actress for Drama genre.
10. For the Indian cinemas Vijay Sethupati and Taapsee Pannu can be considered as good choices based on total votes and average rating.