

# Executive Summary

- The highest number of movies is produced in the month of March . So, now that we have understood the month-wise trend of movies .
- We knew that USA and India produced the highest number of movies in the year 2019.
- So as per the analysis Drama is the most popular genre in terms of the number of movies and average duration. A total of 1078 drama movies were produced in 2019 .
- RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres .
- James Mangold can be hired as the director for RSVP's next project. In terms of the top director in the top three genres with highest number of superhit movies .
- Based on median rating, Mammooty and Mohanlal can be hired as the actor for the next project.
- 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.
- Based on total votes 23114 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.
- Based on total votes 18061 and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress .