

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following insights were derived for RSVP movies after analysing the IMDb dataset –

- Over the years, movie production declined, with March having the highest volume of releases (around 2300).
- The Drama genre is the most popular with 4285 movies and an average duration of 106.77 minutes. In 2019, 1078 drama movies were produced. RSVP movies should prioritize Drama for future productions and explore Action and Thriller genres, which also have promising audience interest.
- 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.
- Most movies receive ratings between 6 and 8. For RSVP movies to achieve a superhit, they should aim for a rating of 8 or higher.
- Dream Warrior Pictures and National Theatre Live have a proven track record of top-rated films, while Fox's multilingual movies suit the Indian audience primarily.
- Mammooty and Mohanlal are the top actors with highest number of rating.
- James Mangold, being the top director in the three genres with the highest number of super hit movies, is the ideal choice to be hired as the director for the next project.
- Vijay Sethupathi and Taapsee Pannu would be excellent additions to the cast, considering the total votes and average rating for movies released in India. Their presence can attract and engage the Indian audience for the upcoming project.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on votes. They should be seriously considered as global partners due to their popularity and widespread appeal.