

## **Executive Summary and Recommendations:**

- The number of movies produced are on a downward trend, with 2017 being the year with the highest produced movies.
- Most movies are produced in the month of March followed by September, January and October respectively.
- Among 13 genres Drama is the most popular with 4285 number of movies with an average duration of 106.77 minutes.
- RSVP movies therefore can focus on the drama genre in the future, along with comedy, and thriller as they are in the top 3.
- Dream Warrior Pictures and National Theatre Live have produced the greatest number of hits so RSVP can partner with anyone of them.
- Top directors in the top 3 genre with superhits movies are James Mangold with 4 hits followed by Anthony Russo, Soubin Shahir and Joe Russo all with 3 hits, RSVP can have future projects with any of them.
- Mammooty and Mohanlal are the top 2 actors based on the median rating and can be hired for the next project.
- To woo the Indian audience the production house can hire Vijay Sethupathi who has an average rating of 8.42 and is popular with fans.
- Taapsee Pannu can be hired as she has the highest average rating compared to other actresses who have done at least 3 movies with 7.74.
- For global reach RSVP can partner with any Marvel Studios, Twentieth Century Fox or Warner Bros. who are the top production houses.
- Star Cinema, Twentieth Century Fox are top production houses with most multilingual hits. So, they can be considered.