

EXECUTIVE SUMMARY

From the analysis done we've derived the following insights and recommendations-

- We could see that the month of March had the highest number of releases and also the number of movie releases has declined over the last 3 years.
- Drama genre has the highest number of films hence RSVP movies could target such films in future and Regina Cassandra, Nirmal Rishi or Cut Mini Theo could be considered as Actress for Drama genre as they've the highest count of super hit movies in Drama genre.
- Mammooty and Mohanlal are the actors who have the highest number of films with median rating of 8 or above and the median rating for most films is 7.
- Since RSVP is planning to release a movie for the global audience, they should partner with Marvel Studios or Twentieth Century Fox or Warner Bros considering their total votes.
- In India RSVP should try producing films with Vijay Sethupathi or Fahadh Faasil as actor and when planning to produce a Hindi film the ideal choice would be Taapsee Pannu as actress since she is the highest rated actress in Hindi films.
- We could suggest partnering with Twentieth Century Fox as they've global audience and they've produced the highest number of hits among multilingual movies.
- While selecting the director the most rated and popular choices would be James Mangold or Joe Russo or Anthony Russo.