

Executive Summary

1. According to our analysis year 2017 has the highest number of movies with 3052, following most of the movies released in the months of march and Sept.
2. Drama was the highest-produced genre with several 4285 movies with an average duration of 106 minutes, therefore they should focus on the genre as drama for the next project.
3. Dream Warrior Pictures and National Theatre Live are two top production houses with a maximum number of movies with an average rating of above 8.
4. Most number movies released are from India and USA, so RSVC can target to appeal to related audiences.
5. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. They should be considered for the next project to woo the global audience.
6. James Mangold and Soubin Shahir are two top directors with a higher average rating, so for the next project, they can be hired by RSVP Movies.
7. Mammooty and Mohanlal can be hired as an actor for the next movie on the basis of a median rating.
8. Marvel Studios is the top Production company that produced the highest number of hits, and also the best production house according to the public votes. They can be chosen as global partners.
9. Vijay Sethupati and Taapsee Panu can be focused on as they are very popular in India and also received maximum votes.