

EXECUTIVE SUMMARY:

1. The Drama genre is highly popular among movie-goers, with a total of 1078 movies produced in 2019. Therefore, focusing on the Drama genre for your next project is highly recommended.
2. The average duration of a movie in the dataset was 107 minutes, and aiming for a similar length for your next project can be a good strategy.
3. Most movies in the dataset received ratings ranging from 6 to 8 on a scale of 1 to 10, and aiming for a median rating of 8 or higher can increase the chances of a successful movie.
4. Dream Warriors Pictures and National Theatre Live have both produced highly rated movies, and it might be worth considering partnering with one of these production houses for your next project.
5. Star Cinema and Twentieth Century Fox are also strong possibilities, as they have a large quantity of multilingual films. Since the movie is largely aimed at Indian audiences, partnering with one of these companies can help reach a wider audience.

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