

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Release Timing:

- A noticeable decrease is observed in film production over the years. A considerable numbers of movies released in **March**, suggesting that launching a movie in this month may not yield significant profits due to intense competition.

Genre:

- '**Drama**' genre stands out as the most popular category, with a total of 4,285 drama films produced and an average duration of 106.77 minutes. In the year 2019, there were 1,078 drama movies produced, underlining its significance. Therefore, RSVP Movies may want to prioritize the 'Drama' genre for their upcoming project. Additionally, **the 'Action'** and '**Thriller**' genres, which are among the top three, could also be viable options to consider.

Production House:

- Dream Warrior Pictures** or **National Theatre Live** have produced large number of hit movies with average ratings exceeding 8. RSVP may consider any of these production houses for partnership.
- Star Cinema** and **Twentieth Century Fox** are the top two production houses that have produced the highest number of hits among multilingual movies.
- Marvel Studios**, **Twentieth Century Fox** and **Warner Bros** are top three production houses based on the number of votes received by their movies and must be considered for a global partner.

Director/Actress/Actor:

- The top director in the top three genres with highest number of superhit movies is **James Mangold**. He can be hired as the director for the upcoming project.
- Based on total votes and average rating of 7.74 received for Hindi movies released in India, **Taapsee Pannu** can be chosen as the actress.
- Based on the number of Super Hit movies, **Parvathy Thiruvothu** can be considered as the actress for **Drama** genre.
- Based on median rating, **Mammootty** or **Mohanlal** can be hired as the actor for the upcoming project.
- Vijay Sethupathi** can be hired as an additional actor for their upcoming film based on the overall number of votes and the regional vibe.

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