

## EXECUTIVE SUMMARY

- Genre Focus for RSVP Movies: In the year 2019, a total of 1078 movies were produced in the 'Drama' genre. Therefore, it would be prudent for RSVP Movies to prioritize the 'Drama' genre for their upcoming project.
- Projected Movie Duration: On average, the future project could aim for a runtime of approximately 107 minutes.
- Production Company Considerations: Based on the dataset, potential production companies for the next project could be Dream Warrior Pictures (Ranked 1st) or National Theatre Live (Ranked 2nd), or a combination of both.
- Top 3 genres: Comedy, Drama, Thriller are the top 3 genres.
- Director Choice: James Mangold stands out as a strong candidate for directorial duties due to the higher average rating received by their films followed by Joe Russo, Anthony Russo
- Actor Selection: Considering the median rating, RSVP Movies could consider hiring Mammootty (Ranked 1st) or Mohanlal (Ranked 2nd) for the leading actor role in their next project.
- Actress Choice: Taapsee Pannu could be a suitable choice for the actress role in the next project, as she combines high total votes received with a favourable average rating followed by Kriti Sanon, Divya Dutta, Shraddha Kapoor, Kriti Kharbanda.
- Additional Actor Selection: Vijay Sethupathi could be considered as an additional actor for the next project, based on both total votes and the desire to infuse a regional feel.
- Star Cinema, Twentieth Century Fox are the **top production houses**.
- Parvathy Thiruvothu, Susan Brown, Amanda Lawrence are the top 3 actresses based on number of Super Hit movies.
- Global Partner Options: As a global partner, RSVP Movies might consider collaborating with Marvel Studios (Ranked 1st), Twentieth Century Fox (Ranked 2nd), or Warner Bros., as these production houses have received a comparatively higher number of votes, indicating their global appeal and potential for success.