

EXECUTIVE SUMMARY AND RECOMMENDATIONS

❖ **MOVIE GENRE: “DRAMA”**

RSVP movies should consider to produce their next movie on ‘DRAMA’ genre. Since last year (2019) large number of movies were produced (1078) in the ‘Drama’ genre.

❖ **PRODUCTION COMPANY: ‘DREAM WARRIOR PICTURES’ OR ‘NATIONAL THEATRE LIVE’**

Both these production houses produced the most number of hit movies (3). So, RSVP movies can consider either one of them for the next project.

❖ **DURATION:** Approximately, the future project can be having an average duration of **107 Minutes.**

❖ **MOVIE DIRECTOR : ‘JAMES MANGOLD’**

Due to higher average rating, James Mangold can be hired as the director for next the project.

❖ **ACTOR: ‘MAMMOOTTY’ OR ‘MOHANLAL’**

Based on the median rating Mammootty or Mohanlal can be hired as the Actor for the next project.

❖ **ADDITIONAL ACTOR: ‘VIJAY SETHUPATHY’**

Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for the next project.

❖ **ACTRESS: ‘TAAPSE PANNU’ OR ‘SANGEETHA BHAT’ OR ‘FATMIRE SAHITI’ OR ‘ADRIANA MATOSHI’**

Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for the next project. But ‘Sangeetha Bhat’, ‘Fatmire Sahiti’ and ‘Adriana Matoshi’ are the top 3 actresses based on number of Super Hit movies .

❖ **GLOBAL PARTNER: ‘MARVEL STUDIOS’ OR ‘TWENTIETH CENTURY FOX’ OR ‘WARNER BROS’**

As a global partner, ‘Marvel Studios’ (Ranked 1st), ‘Twentieth Century Fox’ (Ranked 2nd) or ‘Warner Bros’ can be chosen, as the number of votes received is comparatively higher than the other production houses.