

Executive Summary

1. Movie Production Trends

- A noticeable downward trend in movie production has been observed over the years.
- March has consistently been the month with the highest number of movie releases.

2. Production Companies

- Production companies like Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies.
- Global partnership possibilities are enhanced with Marvel Studios, Twentieth Century Fox, & Warner Bros due to their high votes count.

3. Global Partnerships

- Among multilingual movies, Star Cinema and Twentieth Century Fox stand out as top production houses with numerous hits.
- These production houses are strong contenders for the next project, catering to a global audience.

4. Indian Audience Engagement

- With a remarkable average rating of 8.42 for movies released in India and high total votes, Vijay Sethupathi is a valuable addition to the cast to engage the Indian audience.
- Taapsee Pannu, with an average rating of 7.70 and substantial total votes for Hindi movies released in India, is a suitable choice to captivate the Hindi-speaking audience.

5. Maximizing ROI

- To maximize return on investment (ROI), the recommended approach is to create a multilingual movie (Kannada, English, Hindi, Telugu, Tamil, and Malayalam).
- The focus should be on audience preferences, aligning with insights from data analysis.

Incorporating these insights and recommendations will enable RSVP movies to strategically plan and execute their next project, maximizing audience engagement and commercial success.