

INSIGHTS AND RECOMMENDATIONS

- In 2019, movie production declined compared to 2017, and the peak production occurred in March. RSVP can consider releasing movies during months with lower overall movie releases to reduce competition and increase the chances of better box office performance.
- RSVP movies should focus on Drama genre and explore Comedy, and Thriller as they are the most popular genres.
- Dream Warrior Pictures and National Theatre Live have the highest number of hit movies.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top production companies based on audience votes. For RSVP movies these studios would be excellent choices for partnership.
- James Mangold, Joe Russo, and Anthony Russo are the top three directors in the top three genres having the most superhit movies. They can be a good fit as the next director for RSVP movies.
- Susan Brown, Amanda Lawrence, and Denise Gough are the most successful actresses in the 'Drama' genre, based on hit movies and average ratings. They could be a great choice for a lead role in a Drama film.
- Taapsee Pannu stands out as an excellent choice for an actress because she has the highest average rating of 7.74, the number of movies, and the most votes.
- Star Cinema and Twentieth Century Fox are the top two production companies that have produced the highest number of hits among multilingual movies.
- RSVP could team up with popular Indian actors Mammooty and Mohanlal to draw in viewers from India.