

Executive Summary and Recommendations

The following insights were derived from post analysis of IMDB data by RSVP movies:

- 1.** The highest number of movies were produced in the month of March with an average of about 2300 movies per year. There is a downward trend observed in the number of movies produced over the years.
- 2.** 'Drama' is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 movies in this genre were produced in 2019. RSVP movies can focus on this genre for their next project. They can also consider the 'action' and 'thriller' genres, as these two also hold a lot of potential.
- 3.** Collaborating with Dream Warrior Pictures or National Theatre Live production companies would be ideal as they have produced the highest number of hit movies among all production companies.
- 4.** Star Cinema and Twentieth Century Fox are the top two production houses with the highest number of hit multilingual movies. As the next project is meant for the global audience, a collaboration with these production houses should be considered for their upcoming movie.
- 5.** 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 partnership.
- 6.** James Mangold, Anthony Russo, Joe Russo along with Soubin Shahir are considered the top directors from the analysis of the IMDB data. RSVP movies should consider anyone of them for its future project.
- 7.** Based on median rating, Mammooty or Mohanlal should be considered as the lead actor for the upcoming project. Andrew Garfield can also be considered for the drama genre.
- 8.** Taapsee Pannu can be considered for the female lead role to capture the Hindi audience, as she is on the top of the list with average rating 7.74 and maximum votes. Whereas, based on the number of super hit movies, Parvathy Thiruvothu can also be considered for the female lead role.
- 9.** Vijay Sethupathi should be focused on for upcoming project, to capitalize on his popularity in India as he has an average rating of 8.42 with maximum votes.