

## Insights

### 1. Genre & others

- Since it's very clear with data that **Drama** as the genre is most watched and admired. Therefore, it will be the safest choice but combining it with a **thriller** will be more result driven.
- Although most movies are produced in March, I suggest **producing movies towards the end of December** will be a good choice because the competition will also be less and it will continue to the start of January which is 3rd the largest month in terms of production.
- Aiming for 8+ on a median rating will increase the chances of a super-hit movie.

### 2. Actors & Actress

RSVP desires to seek the interest of both global & Indian audiences, it will be potentially good if they can mix and match international top actors: - **Mohanlal / Manmooty** with Indian top actress: - **Taapsee Pannu / Divya Dutta** can derive more audience, and vice versa can also be the case. But this case will be more effective in my view.

### 3. Directors

If RSVP needs a director to be genre-specific then **James Mangold, Soubin Shahir, and Joe Russo** are the right choice **Steven Soderbergh** can also be considered as he has the best average rating and nominal average inter-movie duration in days.

### 4. Production House

RSVP wants to partner with the production house and for this **20th Century Fox** will be the best choice it is the 2nd largest both in producing the maximum number of movies and listing for hit movies.