

# EXECUTIVE SUMMARY

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1. In 2017, the film industry reached its pinnacle with over 3,000 releases, marking a substantial decline in subsequent years.
2. March tops as the most movie produced month, with 824 movies.
3. 7997 movies are spread across 13 different genres. With 3289 movies having only one genre.
4. Action genre movies have the lengthiest average duration of 112.88 minutes.
5. Drama genre dominates, with 4285 movies and an average duration of 106.77 minutes, making it a strategic focus for RSVP Movies due to its popularity.
6. Action and Thriller should also be given consideration as they are among the top three genres.
7. Dream Warrior Pictures and National Theatre Live lead in producing the most hit movies.
8. For global partnerships, Marvel Studios, Twentieth Century Fox, and Warner Bros stand out based on the number of votes received by their movies.
9. In multilingual movies, Star Cinema and Twentieth Century Fox excel in producing hits, making them strong contenders for multilingual projects.
10. Top director James Mangold emerges in the top three genres with the highest number of superhit movies. Andrew Jones and A.L. Vijay has directed most movies. These three directors are recommended for the next project.
11. Considering median ratings, Mammooty and/or Mohanlal are suggested for casting.
12. Parvathy Thiruvothu stands out as the actress with the highest number of votes.
13. For a project targeting Indian audiences, Vijay Sethupathi stands out as an actor with high votes and an average rating of 8.42.
14. In Hindi movies released in India, Taapsee Pannu, with an average rating of 7.74, is a strong candidate for the actress role.