

EXECUTIVE SUMMARY

1. Highest Number of movies were published in March over the years, so March can be the first preference for releasing the movie.
2. Drama was the most popular genre amongst all with highest number of hit movies.
3. Action genre was also popular as it has the highest grossing movie worldwide.
4. Majority of the movies have a median rating of 6-8, so aiming to get a median rating of 8+ have higher chance of getting a hit.
5. Dream Warrior Pictures and National Theatre have produced max number of hit movies, if seen on perspective of global audience then Star Cinemas and Twentieth Century Fox are also good in producing multilingual movies.
6. RSVP can hire directors from James Mangold, Anthony Russo and Soubin Shahir for their next project as these are the top directors WRT to the movie counts.
7. Mammootty and Mohanlal are top actors WRT to highest movie count.
8. While looking for global partners RSVP can go for Marvel Studios, Twentieth Century Fox or Warner Bros, as these production houses have highest number of votes as per their movies.
9. For a regional feel RSVP can take Vijay Sethupati and Tapsee Pannu as actor/actress as they have the highest ratings wrt to movies released in India.

Going by the data RSVP should take drama genre and other details as described above for a worldwide hit and high grossing movie.