

EXECUTIVE SUMMARY AND RECOMMENDATION

1. Year wise record of movies indicates a slight decrease in number of movies from 3052 movies in 2017 to 2001 movies in 2019. Maximum number of movies were released in March, followed by September, October, and January.
2. USA and India produced 1059 movies together in 2019 alone, way above half of total movies released (2001) in the year
3. Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
4. There were 3289 movies with only one genre tags, while remaining were tagged with multiple genres.
5. Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
6. Marvel Studios rules the best Production House category with 551245 votes based on the number of votes received by the movies they have produced, followed by Syncopy, and New Line Cinema.
7. . The top director in the top three genres with highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
8. A.L. Vijay, Andrew Jones, and Chris Stokes are the top directors based on number of movies
9. Vijay Sethupathi has the highest average rating among Indian actors and Taapsee Pannu among the actresses. RSVP movies might want to cast this actor to get a regional feel.
10. There are quite a few number of actors with 4 Superhit movies under their name, which include Amrinder Gill, Amit Sadh, Johnny Yong Bosch, Tovino Thomas, Dulquer Salmaan, Siddique, Rajkummar Rao, Fahadh Faasil, Pankaj Tripathi, Dileesh Pothan, Joju George, and Ayushmann Khurrana.
11. Mammooty is the top actor, followed by Mohanlal. One of these actors can be cast in the next film. This move can potentially attract more Indian audiences.
12. Among the directors who have directed the most number of movies in this duration, Steven Soderbergh and Sam Liu are the most popular and have the highest average rating. RSVP movies can try to secure these directors