

## **Executive Summary**

### **Insights & Recommendations:**

- **March Releases:** Scheduling releases in March may not be ideal due to very stiff competition as a large number of films release then. June and July show least competition.
- **Emphasis on Drama:** The 'Drama' genre is the most sought after genre and hence the most produced as well as consumed. This is a genre which could yield better results for RSVP Movies.
- **Optimal Duration:** In the case of the 'Drama' genre, ideal average duration should be around 107 minutes.
- **Partnership Opportunities:** RSVP Movies may consider a partnership with Dream Warrior Pictures or with National Theatre Live who have produced good movies with average ratings over 8.
- **Top Director Choice:** James Mangold and Russo brothers are certainly everyone's favorite directors for top 3 genres with average ratings over 8. They would be great choice for the next movie project.
- **Actor Recommendations:** Mammooty and Mohanlal stand out as the top rated actors based on number of movies with median rating. Vijay Sethupathi has best average rating in Indian movies. Employing them would be advantageous for the project.
- **Actress Recommendation:** With average rating of 7.74, Tapsee Pannu is highly recommended for the next movie project considering high total votes she received.
- **International Cooperation:** Given the significant number of votes, Marvel Studios would make a valuable partner for RSVP Movies for international collaboration.
- **Multilingual Movies:** For multilingual movie projects, partnering with Star Cinema and Twentieth Century Fox, the top production houses for such films, is recommended.