

Executive Summary for Recommendation

Based on the analysis, **Top 5 genres** are Drama, Others, Romance, Family and Crime based on average ratings. Where as based on **worldwide income**, it is Adventure, Action, Drama, Comedy and Sci Fi. So, it is recommended that Bolly Movies should produce maximum movies in these genres.

Further, **Top 10 directors** are Srinivas Gundareddy, Balavalli Darshith Bhat, Abhinav Thakur, Pradeep Kalipurayath, Prince Singh, Arijun Prabhakaran, Antoneta Kastrati, Manoj K. Jha, Arsel Arumugam and Sumnash Sri Kaljai.

Top 10 actors are Priyanka Augustin, Shilpa Mahendar, Gopi Krishna, Naveen D. Padil, Aryan Gowda, Ravi Bhat, Aloknath Pathak, Siju Wilson, Prasanth and Preetyka Chauhan. **Top 10 actress** are Sangeetha Bhat, Pranati Rai Prakash, Fatmire Sahiti, Neeraja, Leera Kaljai, Dorothee Berryman, Susan Brown, Amanda Lawrence, Bhagyashree Milind and Miao Chen. Therefore, it is recommended that Bolly Movies should cast them to ensure maximum ratings and income.

Further, their **biggest competition** are the **top 10 production Houses**. Based on **average ratings**, **Top 10 Production houses** are Archway Pictures, A square productions, Bestwin Production, SLN Cinemas, Epiphany Entertainments, Eastpool Films, Piecing Productions, Manikya Productions, Crossing Bridges Films and Lovely World Entertainment. Whereas based on **gross income**, they are Walt Disney Pictures, Marvel Studios, Universal Pictures, Columbia Pictures, Warner Bros., Twentieth Century Fox, Paramount Pictures, Fairview Entertainment, Beijing Dengfeng International Culture Communications Company and Bona Film Group.

Bolly Movies should produce **movies with duration** between 120 minutes and 130 minutes as, **average duration of top 100 movies** based on **average ratings** is 124.6600. Further, **average duration of top 100 movies** based on **worldwide gross income** is 121.6800.

Further, the top countries based on **Gross Income** are USA, China, South Korea, Japan, India, France, Russia, UK, Germany and Spain. Therefore, Bolly Movies should produce Movies in these countries to ensure maximum income.