

# Executive Summary

## Duration:

- **Month:** March had the most numbers of movie release, but December had fewer films. Also, we have seen negative trend in movie release year on year.

## Genre Selection:

- **Drama:** The data suggests "Drama" is the most popular genre (4285 movies), followed by comedy and thriller. Action movies had the longest runtime and horror movies had the shortest.

## Production Partners:

- **Global Reach:** Studios known for international success are Marvel Studios, Twentieth Century Fox, and Warner Bros. received high vote counts for their movies, RSVP should try partner with one of them for global success.
- **Multilingual Expertise:** For a global audience, consider Star Cinema and Twentieth Century Fox, known for producing successful multilingual hits.

## Director and Cast:

- **Genre Expertise:** James Mangold, Joe Russo, and Anthony Russo emerging as the most esteemed directors in top genres (Drama, Comedy & Thriller).
- **Critical Acclaim:** For strong acting performances and to attract Indian Viewers, consider actors like Mammooty and Mohanla.
- **Genre Stars:** For Drama, Parvathy Thiruvothu (actress) and Andrew Garfield (actor) have experience and success in the genre based on "Super Hit" movie data.
- **Indian Market:** Vijay Sethupathi and Taapsee Pannu were the highest rated Actor & Actress in India.

## RECOMMENDATIONS:

- RSVP Pictures should prioritize filmmaking in the United States and India, considering their substantial output in 2019.
- Collaborating with accomplished production companies such as Dream Warrior Films or National Theatre Live would be beneficial.
- James Mangold's extensive experience in directing successful films makes him a promising candidate for the director's role.