

# **EXECUTIVE SUMMARY**

## **INSIGHTS AND RECOMMENDATIONS**

### **FOR RSVP MOVIES**

- Since 1007, movies were produced in India, it's better to make the next project an Indian movie, for the international audience
- Drama Genre can be explored by RSVP as it's not only the most produced in 2019 with over 3000 movies, followed by action and thriller
- Dream Warrior Pictures and National Theatre production companies seem to be good international studios to collaborate as they have produced the most hit movies.
- James Mangold, Joe Russo or Anthony Russo, can be the preferred directors as they have delivered the most hits.
- Mammooty and Mohanlal are the top rated actors in India, so having one of these two would be profitable.
- Marvel Studios, 21<sup>st</sup> Century Fox and Warner Bros are the top 3 production houses of the world that have produced the most films, they could be good distribution partners.
- Vijay Sethupathi is a good actor to collaborate with as he is a top rated actor as per the insights from the dataset.
- Drama, Comedy or thriller movies can be the genre of the new movie as they are consistently in the top5 ratings for last 3 years, with average duration between 100 to 112 minutes.
- Star Cinema and 290<sup>th</sup> century fox have highest hits in multilingual category.
- March is the month preferred by the Viewers to watch a movie.