

EXECUTIVE SUMMARY

RECOMMENDATIONS TO RSVP MOVIES

OVERVIEW:

There has been a total number of 3052, 2944, 2001 movies released in 2017, 2018, 2019 respectively where the majority were released in the month of March followed by September and then January. Now USA(2260) and India(1007) produces huge number of movies. In 2019 1059 movies were produced in USA or India. Next we've a usual cultural option of 13 genres where Drama has the highest number of movies produced followed by Comedy and Thriller. Also there're 3289 movies belonging to only one genre. Then the average duration of movies is max for Action genre while min for Horror. Next up all the top ten movies had an average rating of 9.4-10.0. Though movies with median rating 7.0 is highest. Then Dream Warrior Pictures and National Theatre Live have produced the most hits. Moving forward to the next important asset: German and Italian movies; German get better votes than Italian. The top three production houses calculated are Marvel Studios, Twentieth Century Fox, Warner Bros. As for directors, James Mangold, Joe Russo, Anthony Russo are the top 3 while for actors Mammooty, Mohanlal , Vijay Sethupati(only in India) and actresses Taapsee Pannu(only India).

RECOMMENDATIONS:

USA and India have great market. Drama is the best genre followed by Comedy and Thriller. Keep the movies fixated to a single genre. Keep the max duration for Action movies and min for Horror. Initiate collaboration with the figures mentioned in the Overview for optimum results.