

EXECUTIVE SUMMARY AND RECOMMENDATION

- In 2017, the highest number of movies released was 3052. Additionally, there is a discernible downward trend in the yearly release of movies over time.
- Drama leads as the most favoured genre, comprising 4285 movies with an average duration of 106.77 minutes. In 2019, 1078 drama films were produced.
- RSVP movies may prioritize the Drama genre for upcoming films, while also considering Action and Thriller genres, which rank among the top three.
- Dream Warrior Pictures or National Theatre Live are the top producers of hit movies among all production companies.
- Marvel Studios, Twentieth Century Fox, and Warner Bros, the top three based on votes, should be considered as global partners.
- Star Cinema and Twentieth Century Fox, top producers of multilingual hits, are strong contenders for the next global project.
- James Mangold, top director across key genres with numerous superhits, is an ideal choice for the next project.
- Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
- Given their success with Super Hit movies, Parvathy Thiruvothu and Andrew Garfield are ideal picks for the Drama genre, as actress and actor.
- With an impressive total vote and an average rating of 8.42 for movies released in India, Vijay Sethupathi is a promising addition to the cast to appeal to the Indian audience for the upcoming project.
- Taapsee Pannu emerges as a strong candidate for the actress role, given the substantial total votes and an average rating of 7.74 received for Hindi movies released in India.