

Executive Summary for Recommendation

- Based on the analysis, Bolly Movies should focus on producing movies primarily in Drama, Others, Romance, Family, and Crime genres, as they have consistently high average ratings. However, for maximizing worldwide income, they should prioritize genres like Adventure, Action, Drama, Comedy, and Sci-Fi.

- In terms of directors, Bolly Movies should consider collaborating with Srinivas Gundareddy, Balavalli Darshith Bhat, Abhinav Thakur, Pradeep Kalipurayath, and other top directors for their projects. Similarly, casting choices should include actors like Priyanka Augustine, Shilpa Mahendar, and Gopi Krishna, as well as actresses like Sangeetha Bhat and Pranati Rai Prakash, to ensure strong ratings and income.

- Identifying major competitors, Bolly Movies should be aware of production houses like Archway Pictures, A Square Productions, and Bestwin Production based on average ratings, while also keeping an eye on industry giants like Walt Disney Pictures, Marvel Studios, and Universal Pictures in terms of gross income.

- For movie duration, targeting a range between 120 and 130 minutes aligns with the average duration of top-performing films based on both ratings and worldwide gross income.

- Lastly, focusing on countries such as the USA, China, South Korea, and others in the top 10 based on gross income can help Bolly Movies maximize their earnings from international markets.