

EXECUTIVE SUMMARY

- We could see from our analysis that, movie productions have gone down from 2017 to 2019 while March appears to be the month having the most number of releases followed by September, which could be because of the Summer Holiday season.
- Now, last year we had more than a thousand movies released across India & USA.
- Out of all movies produced in the last 3 years, 4285 were in the Drama genre is the highest with an average duration of 106.77 minutes per film.
- RSVP should focus on top genres like Drama, Comedy, Thrillers & Action for upcoming productions that too in co-production with Dream Warrior Pictures or National Theatre Live based on the highest rating for a movie.
- For Global partnership, RSVP must consider Marvel Studios, Star Cinema, 20th Century Fox, or Warner Brothers as they have the highest-voted movies in their kitty.
- James Mangold can be hired as the director for RSVP's next project as he has the most number of movies with excellent IMDB ratings followed by the Russo Brothers.
- Now, based on the median rating, we can consider either Mohanlal or Mammotty for the lead actor with an exceptional global appeal and rating.
- We can consider male actors like Vijay Sethupathi, Fahadh Faasil, or Yogi Babu as having the most positive appreciation and exposure.
- Taapsee Pannu can be considered as the female lead actor as RSVP is a Hindi production company & certainly they would like to reach their Hindi global audience.