

EXECUTIVE SUMMARY

Following are the insights that RSVP Movies should consider –

- There is a downward trend in number of movies getting released every year. With 3052 movies releasing in 2017 it showed almost a drop of 35% in movies released for the year 2019.
- **Highest number of movies produced - March.**
- Maximum number of movies are produced under the **genre 'Drama'** with an **average duration of 106.77 minutes**. Hence, they should focus on genre **Drama. Thriller or Comedy** can also be focused.
- They should partner with either **Dream Warrior Pictures or National Theatre Live** as they have the most produced movies with a good rating.
- **James Mangold** has directed the high rated movies and hence can be taken as the **director of the movie**.
- They can take **Vijay Sethupathi** as the actor as he has the highest votes and average rating. Conversely, **Mammootty and Mohanlal** can also be considered as they are the **top 2 actors** based on median ranking. They can even take **Andrew Jones** as he is the top ranked actor in genre Drama.
- **Tapsee Pannu** can be the **actress** for their movie as she has the highest popularity in rating. However, for genre drama, **Parvathy Thiruvothu** is the top actress with maximum votes.
- Since the movie is going to be released worldwide, the highest multilingual **production houses** are **Star Cinema and Twentieth Century Fox** and hence they should consider them for their project.

Group Members:
Aanchal Saxena
Aashna Mehta