

## **Executive Summary and Recommendations:**

Following the analysis of IMDB data conducted by RSVP movies, the following insights have been uncovered:

- The majority of movies were produced during the month of March, averaging around 2500 movies per year.
- The 'Drama' genre emerged as the most popular, with a total of 4285 movies, and 1078 of those were produced in 2019 alone. RSVP movies may consider focusing on this genre for future film projects, while also recognizing the potential of the Comedy and Thriller genres.
- Most movies fell within the 6-8 range on the median rating scale. Striving for a median rating of 8 or higher could enhance the likelihood of creating a superhit movie.
- 'Dream Warrior Pictures' and 'National Theatre Live' were identified as producers of the highest-rated films. 'Star Cinema' and 'Twentieth Century Fox' are also strong contenders, particularly due to their substantial output of multilingual movies, catering primarily to the Indian audience.
- Prominent directors identified through the analysis include James Mangold, Joe Russo, and Soubin Shahir. RSVP may consider collaborating with these directors for future projects.
- Mammooty and Mohanlal stand out as the top actors with the highest ratings.
- Taapsee Pannu emerges as a promising choice for an actress, boasting an impressive average rating of 7.74 and maximum votes.
- Marvel Studios (1st), Twentieth Century Fox (2nd), and Warner Bros (3rd) are recommended as potential Global Partners, given their movies' high vote counts.
- Vijay Sethupathi, based on both total votes and regional appeal, is a viable choice for an additional actor in upcoming projects.

These insights provide valuable guidance for RSVP Movies in making informed decisions for its future film projects and collaborations.