

EXECUTIVE SUMMARY:

Given data indicates March month is having more number of releases when compared to other months. In Drama genre more no of movies are produced when compared to other genres. In drama genre alone 4285 movies are produced in the years 2017,18 and 19. The average of duration of drama genre is 107 mins. The dream warrior picture and national theatre live production houses produced more super hit movies. Warner bros, 20th fox century and marvel studios have highest votes. 20th fox century and star cinema have produced more super hits in multi lingual films. We can go with 20th fox century production house if film is multilingual. Vijay sethupathi and fahad fasil are top 2 actors while considering avg rating and votes .mamooty and mohanlal are top 2 actors while considering the median rating Tapsi, kriti sanon, kriti, divya dutta, shradha kapoor are top 5 actress in india . Amanda Lawrence, densi gough,susan brown actress are having more super hits in drama genre. Jesse V. Johnson,Tigmanshu Dhulia,James Mangold are top 3 directors in top 3 genre.

It is better to do a movie in the drama genre. Average duration of movie should be around 107 min.can go with James mangold as director . Can go with any one of the actresses Amanda Lawrence, Densi Gough, Susan brown as they are having more super hits in drama genre. Can go with 20th fox century as this production house produced more super hits in multi lingual films and also having more votes. Can cast vijay sethupathi or mohanlal or mamooty if the film releases in india as all 3 are popular actor and can cast tapsee as she is popular actress