

Executive Summary of The

Case Study

- ✚ The IMDb dataset analysis indicates a declining trend in movie production over the years, with March witnessing the highest number of releases.
- ✚ Drama emerges as the most favoured genre, boasting 4285 films with an average duration of 106.77 minutes. Notably, 1078 drama films were produced in 2019.
- ✚ Future projects for RSVP movies could focus on the Drama genre, with potential exploration into Action and Thriller categories, considering their popularity.
- ✚ Dream Warrior Pictures and National Theatre Live lead in producing hit movies among production companies.
- ✚ Marvel Studios, Twentieth Century Fox, and Warner Bros stand out as top production houses based on audience votes, making them prime candidates for global partnerships.

- + Star Cinema and Twentieth Century Fox excel in producing hit multilingual films, making them strong contenders for global projects.
- + James Mangold emerges as the top director for the top three genres with the highest number of superhit movies, suggesting him as a potential director for upcoming projects.
- + Considering median ratings, Mammooty and Mohanlal could be considered for lead roles in future projects.
- + Parvathy Thiruvothu is recommended as the actress for Drama genre projects based on the number of Super Hit movies, while Andrew Garfield emerges as a potential male lead.
- + Vijay Sethupathi could attract Indian audiences, given the high total votes and an average rating of 8.42 for movies released in India.
- + Taapsee Pannu stands out as a potential actress choice for Hindi movies in India, with a solid average rating of 7.74 and high total votes.