

Executive Summary & Recommendations

- Most of the movies have been produced in the month of March, while December has the least number of movies produced. So the next RSVP movie could be produced in December as they will have lesser competition and it's a holiday season as well.
- Among the 13 genres, the Drama genre has the highest number of movies. So RSVP movies could consider the Drama genre for their next movie.
- Drama genre movies have an average duration of 106.77 mins. It's wise for RSVP movies to produce the next movie ranging 100-110 mins.
- RSVP movies can partner with any/both of the Dream Warrior Pictures & National Theatre Live production houses, who have highest super hit movies.
- Movie names starting with "The" are biased towards achieving higher ratings, RSVP movies could also name their movie starting with "The".
- RSVP movies can secure the services of James Mangold as Director, since he has the most hits in the movies of the top 3 genres.
- RSVP movies can also partner with production house Star Movies or Twentieth Century Fox to create a multilingual movie, which can woo the regional crowd.
- RSVP movies can cast Vijay Setupathi, who is the highest ranked Indian actor, in their upcoming project.
- RSVP movies can cast the highest ranked Indian actress Taapsee Pannu in their upcoming project.
- Mammooty, Mohanlal, Parvathy Thiruvothu and Susan Brown have given most hit movies, hence RSVP movies can cast them in their movies to attract a high global & regional market.