

EXECUTIVE SUMMARY & RECOMMENDATIONS

The following insights were derived for RSVP:

1. The highest number of movies were released in the year 2017 and in the month of March.
2. Drama was the most popular genre having the highest number of movie releases i.e 4285. RSVP should focus on the 'Drama' genre having average duration of 107 mins.
3. Most movies were rated between 6-8 on a median rating scale. Aiming for 8+ will increase the chances of a superhit movie.
4. Dream Warrior Pictures and National Theatre Live production houses have produced the most number of hit movies.
5. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. They are good contenders as they could cater to global audiences.
6. James Mangold, Anthony Russo and Joe Russo are top three directors whose movies have an average rating more than 8.
7. Mammooty and Mohanlal are the top two actors with a median rating more than 8.
8. Marvel Studios, Twentieth Century Fox and Warner Bros are the top three production houses based on the number of votes received by their movies and should be considered as a global partner.
9. In India, Vijay Sethupathi and Taapsee Pannu should be considered since they have received the highest average rating of 8.42 and 7.74 respectively.
10. The top 3 actresses based on the number of super hit movies are Parvathy Thiruvothu, Susan Brown and Amanda Lawrence.