

EXECUTIVE SUMMARY

Based on the historical three years, the important insights derived and the recommendations to RSVP movies for their next project will be as follows:

Most of the movies produced highest number of genre 'Drama' with an average length of movie would be 107 minutes followed by second highest 'Comedy' with average movie length of 103 minutes.

RSVP movies can partner with either of the 'Star Cinema' or 'Twentieth Century Fox', who produced the greatest number of hit movies in multilingual. As the next movie targeting for global audience, it is worth collaborating with global production houses like 'Marvel Studios' stands out with more than 2.6 million votes followed by Twentieth Century Fox with 2.4 million votes.

Director plays a crucial part in the movie, it is recommendable to target any one of the director from these top three directors from the top three genres - 'James Mangold', 'Joe Russo', 'Anthony Russo'. 'Steven Soderbergh' is also one of the top director based on highest average rating and highest votes.

When it comes to lead roles, 'Mammootty' is the top actor with median rating more than 8 followed by Mohanlal. And, it is advisable for RSVP Movies to hire few Indian actors for its upcoming project to give a regional feel – 'Vijay Sethupati' stands out with highest total votes and highest average rating. 'Sangeetha Bhat' is the top actress among 'Drama' genre movies followed by Fatmire Sahiti or Adriana Matoshi.