

Executive Summary and Recommendations

1. Drama is the most popular genre with 4,285 films and an average runtime of 106.77 minutes. Based on the insights, RSVP Movies should focus on the 'Drama' genre.
2. Dream Warrior Pictures and National Theatre Live are 2 production houses that have produced the most number of hit movies (average rating>8). RSVP can work with either or both these 2 production houses for their next project.
3. James Mangold, Anthony Russo, and Soubin Shahir are the top three directors in the top three genres whose movies have an average rating>8. They are the outstanding candidates for RSVP to hire as the director for their next project.
4. Mammooty and Mohanlal are the top two actors whose movies have a median rating>=8. RSVP may want to hire one of these 2 actors for their next project.
5. Since RSVP Movies is situated in Mumbai, India, the firm aims to appeal to its own audience by casting a few Indian performers in its forthcoming production to add a sense of place. Vijay Sethupathi, Fahadh Faasil, Yogi Babu are top 3 actors with movies released in India based on their average ratings. Taapsee Pannu, Divya Dutta are the top 2 actresses in Hindi movies released in India based on their average ratings. Parvathy Thiruvothu is the top actress based on number of Super Hit movies (average rating >8) in drama genre. RSVP Movies may want to consider to hire them for their next project.