

RSVP MOVIES – EXECUTIVE SUMMARY & RECOMMENDATIONS:

1. Year 2017 had the maximum number of movies released & thereafter there is decrease in the number of movies towards 2019, more movies were produced during month of March.
2. There are a total of 13 genres of which Drama had the highest number of movies produced in overall.
3. Action genre returned a highest average duration of 112.88 followed by Romance with 109.53
4. Drama genre can be a good option for RSVP movies, and they can even focus on action & thriller as even they belong to top three genres.
5. Dream Warrior Pictures and National Theatre Live have most movie counts with 3 each & they have produced the greatest number of hit movies among all other production houses.
6. James Mangold can be hired as the director for RSVP's next project who has the maximum average rating for his hit movies.
7. Mammooty and/or Mohanlal can be hired as the actor/s for the next RSVP's project based on their median rating.
8. RSVP movies can consider partnering with Marvel Studios and Twentieth Century Fox production houses for their global production based on number of votes received for their movies.
9. Considering the Indian audiences, RSVP movies can cast Vijay Sethupathi as actor based on the number of votes and Taapsee Pannu can be the top actress based on the average rating.
10. Parvathy Thiruvothu can be considered as top actresses based on the number of super hit movies in drama genre.
11. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies and these production houses can be a good option for RSVP movies for their next multilingual project.

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