

EXECUTIVE SUMMARY

Observations:

- ✓ Year 2017 has the highest movies produced and March tops the list with 824 movies. There has been a downward trend of movies released from 2017 to 2019.
- ✓ When considered the genre of the movies produced, Drama is the highest with a total count of 4285 movies with an average duration of 106.77 minutes followed by Fantasy and Thriller.
- ✓ Basis the average movie rating, Kirket and Love in Kilnerry have the highest rating of 10.

Recommendations:

- ✓ Drama genre can be considered as this is topping the chart and the production houses are the experts in producing the movies in this genre.
- ✓ Production company that are ranked 1 in successfully producing Hit movies are Dream Warrior Pictures and National Theatre Live.
- ✓ The Production Houses that are doing extremely well worldwide basis their movie vote count are Marvel Studios, Twentieth Century Fox and Warner Bros. Collaboration with them on a global platform will be extremely beneficial.
- ✓ Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since RSVP wants to plan a global film, these production houses can be good choices.
- ✓ From the top 3 genres, director James Mangold has the highest number of Super Hit movies and will be a good addition to the next global project.
- ✓ From the Indian movies produced between 2017 and 2019:
 - Mammooty and/or Mohanlal can be considered for Actor selection since their high median rating > 8
 - For the drama genre, Indian Actress Parvathy Thiruvottu has the highest number of Super Hit movies.
 - Indian Actors Vijay Sethupathi with rating of 8.42 and Tapsee Pannu with a rating of 7.74 (Hindi movies) are topping the charts basis the votes count and ranking.