

# Executive Summary

1. Highest number of movies were produced in the month of March
2. With 4285 movies DRAMA is the most popular genre having an average duration of 106.77 mins.
3. Majority of movies have median rating of 7
4. 'Dream Warrior Pictures' & 'National Theatre Live' production companies have produced the greatest number of hit movies
5. Star Cinema(1<sup>st</sup>) and Twentieth Century Fox(2<sup>nd</sup>) are the top two production houses having highest number of hit multilingual movies
6. James Mangold (1<sup>st</sup>), Anthony Russo, Joe Russo, Soubin Shahir are the top directors with other three tied at 2<sup>nd</sup> place
7. MAMMOOTTY and MOHANLAL are the top two highest-rated actors
8. Marvel Studios (1<sup>st</sup>), Twentieth Century Fox (2<sup>nd</sup>) and Warner Bros(3<sup>rd</sup>) are the top production houses based on votes received.
9. Vijay Sethupathi is the top actor in India Based on average rating and total votes
10. Top actress in Indian Hindi films is Taapsee Pannu with average rating 7.74.
11. The top 3 actresses based on number of Super Hit movies in drama genre are Parvathy Thiruvothu at the top and Susan Brown, Amanda Lawrence, Denise Gough tied at 2<sup>nd</sup> place
12. Based on number of movies directed A.L. Vijay and Andrew Jones are the top directors which tie in the first place

## Recommendations

1. James Mangold can be hired as the director for RSVP's next project.
2. Among actors 'Vijay Sethupathi' and among actresses 'Taapsee Pannu' can be chosen due to their popularity
3. 'Dream Warrior Pictures' or 'National Theatre Live' production companies can benefit greatly in producing a super hit movie.
4. Marvel Studios, Twentieth Century Fox or Warner Bros production companies can deliver a massive audience reach