

# RSVP Movies Executive Summary

The number of movies produced every year showing decreasing trend over year. Almost 90% of movies are produced in India and USA across world in 2019. There are 13 unique genres out off, 'Drama' has the highest number of movies produced. It seems action and romantic movies are lengthy most and horror and Sci-Fi are relatively very short. 'Kirket' and 'Love in Kilnerry' movies are top in the list based on average rating. Majority of movies gets rating in the range of 6 to 7. Thriller and Drama movies are highest – grossing movies of each year and they belongs to top 3 genre. There are 39 Superhit movies in thriller genre. Movies produced by 'Star Cinema ' gets highest number of hits among multilingual movies lists. A.L. Vijay' and 'Andrew Jones' both tops in director list who directed maximum number of movies.

RSVP Movie should focus on the 'Drama' genre as it shows highest grossing movie genre. RSVP Movies can partner with either 'Dream Warrior Pictures' or 'Marvel Studios' production houses as they tops based on number of hit movies and number of votes respectively. 'James Mangold' can be hired as the director and 'Mammootty' as an actor for RSVP's next project as they top based on median ratings. RSVP Movies can hire an Indian actor 'Vijay Sethupathi' and actress 'Taapsee Pannu' to give regional feel as both tops based on average rating. RSVP Movie can consider actress 'Parvathy Thiruvothu' as she tops in drama genre.