

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Summary of Findings and Recommendations

- Over the years, there has been a decline in the number of movies produced, with the highest number of movies being produced in March.
- The company should prioritize the production and release of movies in the 'Drama' genre, as it is the most popular and widely produced genre in terms of the number of movies made.
- For future film projects, RSVP movies can prioritize the Drama genre. Additionally, the Action and Thriller genres can be explored, as they are among the top three genres.
- RSVP Movies should consider partnering with either Dream Warrior Pictures or National Theatre Live production houses, as they have a track record of producing a large number of successful movies with an average rating above 8.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on the number of votes received by their movies. These companies should be considered as potential global partners.
- For actors, Mammooty or Mohanlal are recommended choices based on their median ratings and number of movies, as they are the top actors according to the insights provided.
- James Mangold emerges as the top director in the top three genres, with a significant number of superhit movies. Hiring him as the director for the next project is recommended.
- RSVP can explore a partnership with Marvel Studios, as they received the highest number of votes and are renowned global partners.
- Parvathy Thiruvothu can be considered as an actress for the Drama genre, based on the number of superhit movies. Andrew Garfield is a potential actor for the same genre.
- For multilingual movies, RSVP can collaborate with Star Cinema and Twentieth Century Fox, the top two production houses in terms of producing movies in multiple languages.
- Vijay Sethupathi, with a total of votes and an average rating of 8.42 for movies released in India, can be added to the cast to appeal to the Indian audience in the upcoming project.