

EXECUTIVE SUMMARY:

- The trend of movie releases is:
 - The largest number of movies (824) are released in March. Following this are September, January, and October.
 - **The best time to release a movie is the start of summer. The end of the winter and monsoon seasons also seem to be good times.**
- The genres that had the most movies produced were, in decreasing order, Drama, Comedy, and Thriller. RSVP movies could produce a Drama movie, since those are the most consumed. Alternatively, most of the top-grossing films of 2017, 2018, and 2019 belonged to the Thriller or Comedy genres. So, a combination of the three genres could be considered to appeal to a wider audience.
- For a multi-lingual film, Star Cinema or Twentieth Century Fox can be considered as production houses.
- James Manigold, Marianne Elliott, or Joe & Anthony Russo can be considered as Director, given the number of Hit films they have directed. Based on experience, Steven Soderbergh (4 films; average rating 6.48) or A. L. Vijay (5 films; average rating 5.42) could be considered.
- Mammootty and Mohanlal have had most well received films. So, either can be considered as the male lead. For a more modern audience, Vijay Sethupathi can be considered, since he has appeared in many well received films.
- Taapsee Pannu and Kriti Sanon have appeared in more than 3 well received films, so they can be considered for female lead. Premier drama actresses to consider are Parvathy Thiruvothu, Susan Brown and Amanda Lawrence.