
EXECUTIVE SUMMARY

- RSVP Movies aims for a globally appealing 2022 film, drawing insights from IMDb data on 6,490 movies (2017-2019).
- Movie production shows a 34% decline over the years, with March having the highest releases.
- USA and India contribute over half of the total movies in 2019.
- Dominant genres are Drama, Comedy, and Thriller, comprising 56% of the total 13 genres.
- James Mangold directs four highly-rated films in the leading genres.
- Top directors: Andrew Jones, A.L. Vijay, Sion Sono, and Chris Stokes.
- Mammooty and Mohanlal lead as actors with median ratings above 8.
- Vijay Sethupathi is the premier Indian actor, while Taapsee Pannu and Parvathy Thiruvothu stand out as top-rated actresses.
- Marvel Studios, Twentieth Century Fox, and Warner Bros received the most votes for their movies.
- Dream Warrior pictures and National Theatre Live produced the most number of hit movies. Whereas, Star Cinema and Twentieth Century Fox produced the highest number of hits among multilingual films.

RECOMMENDATIONS

- RSVP Movies should opt for a Drama genre film, the most popular, followed by Comedy and Thriller.
- Release the movie in March to align with the peak in movie releases.
- Consider casting Mammooty or Mohanlal for male leads, and Taapsee Pannu or Parvathy Thiruvothu for female leads.
- James Mangold, with a track record in the top three genres, is a strong directorial candidate.
- Partner with Marvel Studios, Twentieth Century Fox, or Warner Bros for their acclaimed movie votes.
- Collaborate with Star Cinema and Twentieth Century Fox for multilingual movies, enhancing global release prospects.