

Executive Summary

- We can observe a downward trend in movie production. The peak in March could be attributed to strategic timing for film releases, aiming to capitalize on specific holidays or seasonal events that increase viewership.
- With "Drama" leading in both quantity and average duration, it indicates a strong consumer appetite for this genre. The significant output in 2019 could reflect industry responses to market demands or particular trends in storytelling during that year.
- The recommendation for RSVP Movies to focus on Drama is backed by its proven popularity. Action and Thriller are also suggested for exploration due to their appeal, which could diversify RSVP Movies' portfolio and attract a wider audience.
- The success of "Dream Warrior Pictures" and "National Theatre Live" in producing hit movies implies they have a formula that resonates with audiences. Analyzing their strategies could provide valuable insights for RSVP Movies.
- The top three production houses include: "Marvel Studios", "Twentieth Century Fox", and "Warner Bros" have a global reach and brand recognition that could significantly boost RSVP Movies' visibility and credibility in the international market.
- The success of "Star Cinema" and "Twentieth Century Fox" in producing multilingual hits underscores the importance of cultural adaptability and the potential for cross cultural storytelling to engage diverse audiences.
- The actors "Mammootty" and "Mohanlal" have audience approval based on median ratings. Their involvement could enhance the film's quality and appeal. Additionally, Parvathy Thiruvothu and Andrew Garfield have been recognized for their success in the Drama genre.