

## **SUMMARY & RECOMMENDATIONS**

- 1) In year wise distribution of movie releases, we can see a decreasing trend and highest number of movies were released in month of March.
- 2) The top three genres of movies are Drama, Comedy and Thriller respectively.
- 3) The average duration of a movie is 104 minutes.
- 4) Top-ten movies based on average rating are:
  - Kirket
  - Love in Kilnerry
  - Gini Helida Kathe
  - Runam
  - Fan
  - Android Kunjappan Version 5.25
  - Yeh Suhaagraat Impossible
  - Safe
  - The Brighton Miracle
  - Shibu
- 5) Dream Warrior Pictures and National Theatre Live have highest number of hit movies, which having average rating greater than 8.
- 6) The top three Directors from top three genres are:
  - James Mangold
  - Anthony Russo
  - Soubin Shahir
- 7) Top two actors are:
  - Mammootty
  - Mohanlal

8) Top three production houses based on the number of votes are:

- Marvel Studios
- Twentieth Century Fox
- Warner Bros.

9) Vijay Sethupathi has the highest actor average rating among Indian actors.

10) Taapsee Pannu has the highest actress average rating among Indian actress.

11) From the top three genres the following movies had the highest worldwide gross income:

- In 2017, The Fate of the Furious
- In 2018, The Villain
- In 2019, Avengers: Endgame

12) Star Cinema has the highest number of hits among multilingual movies.

13) The top 3 actresses based on number of Super Hit movies in drama genre are:

- Parvathy Thiruvothu
- Susan Brown
- Amanda Lawrence

14) Based on Insights, the recommendations for RSVP are as following:

- To make multi genre movies with genres Drama-Comedy-Thriller.
- Keep the duration of movie around 104 minutes.
- Make multilingual movie and plan to release them in India and USA.
- Rope in either Star Cinema or Twentieth Century Fox as the production house, under the directorial of James Mangold.
- Take James Mangold as the director of the movie and cast Mammooty or Mohanlal as lead actors and Parvathy Thiruvothu as lead actress.
- For Indian movie releases, take Vijay Sethupathi and Taapsee Pannu as lead actors for a block buster movie.