

Executive Summary

RSVP movies conducted an analysis on IMDB data and identified some key insights. March is the month with the most movie productions, with an average of 2300 movies per year. Drama is the most popular genre, followed by Action and Thriller genres. To increase the chances of producing a superhit movie, it is recommended to aim for a median rating of 8+. Dream Warrior Pictures and National Theatre Live are the top two production houses with the highest-rated films, followed by Star Cinema and Twentieth Century Fox. The top directors include James Mangold, Anthony Russo, Joe Russo, and Soubin Shahir, and the top actors are Mammooty and Mohanlal. Taapsee Pannu is recommended as an actress due to her high average rating and maximum votes. In terms of global partners, RSVP movies can consider Marvel Studios, Twentieth Century Fox, and Warner Bros. Vijay Sethupati is a popular actor in India and can be focused on. Lastly, Star Cinema and Twentieth Century Fox are the top two production houses with the highest number of hits (median rating ≥ 8) among multilingual movies.