

Executive Summary

- Month - **December** is a good month to launch a movie because it has the lowest number of releases.
- There are **13 genres** in which **Drama** is the most popular one with the highest number of movies made in this genre. **Action** and **Thriller** genres can also be considered based on their numbers of movies produced.
- **Action** movies have the longest duration, whereas **Horror** the shortest duration. Where **Drama** comes in at rank 4 with average 106 mins.
- Production houses with the highest average ratings are Dream Warrior Pictures or National Theatre Live.
- Production house with the maximum number of votes is Marvel Studios.
- Production houses with the maximum number of hits are Star Cinema.
- Director - **James Mangold** has the maximum number of Superhits (movies that have average rating > 8) and is a good option for the role of Director. We can also consider Anthony Russo, Joe Russo, and Sobin Shahir where all of them tie at second place for directors with maximum number of Superhits.
- In International Actors we can consider **Mammootty** or **Mohanlal** because they have the highest number of ratings. Whereas in Indian actors to cater Indian Audience we can consider **Vijay Sethupati**.
- For Indian actress **Taapsee Pannu** is the highest rated actress with an average rating of 7.74
- Aiming for a **8+** median rating increases our chances of making a Superhit Movie.