

# EXECUTIVE SUMMARY

## Recommendations & Insights:

- Highest number of movies are produced in the month of March. To avoid competition, March shall be avoided for launching movie.
- Prioritize the 'Drama' genre, considering its immense popularity. Average movie duration shall be around 107 minutes to align with audience preferences.
- RSVP Movies shall also consider Action and Thriller genres, which rank among the top three genres.
- RSVP Movies shall explore collaboration opportunities with either Dream Warrior Pictures or National Theatre Live production houses as they have produced most number of hit movies with average rating more than 8.
- James Mangold, Joe Russo and Anthony Russo can be considered for movie direction as they are the top three directors in the top three genres whose movies have an average rating more than 8.
- Mammooty and Mohanlal can be considered for lead actor as they have maximum movies with rating more than 8.
- RSVP Movies shall partner with Marvel Studios, Twentieth Century Fox or Warner Bros as their movies have received the maximum number of votes.
- Vijay Sethupathi can be hired as additional actor to give a regional feel.
- Taapsee Pannu can be considered for the female lead role as she is the best actress in terms of average rating.
- Collaborate with Star Cinema & Twentieth Century Fox for multilingual projects.
- Parvathy Thiruvothu, Susan Brown and Amanda Lawrence can be considered for Drama genre as they have given most number of super hits.