

Executive Summary

Insights & Recommendations:

- ❖ **March** saw the release of a large number of films, but because of intense competition, **March** releases may not be as successful.
- ❖ As the most popular and most frequently created genre in terms of the quantity of movies produced, the studio should concentrate more on producing movies for the "**Drama**" genre.
- ❖ Perhaps assuming that "**Drama**" is the primary genre to concentrate on, the **average runtime** should be around **107 minutes**.
- ❖ As they have produced the most blockbuster films with average reviews of at least 8, **Dream Warrior Pictures and National Theatre Live** are the production companies that RSVP Movies should collaborate with.
- ❖ When we look at the top three genres and average rating at more than 8, **James Mangold** is the most well-liked director; RSVP should take this into consideration when choosing a director for the film project.
- ❖ Based on the amount of films and median ratings, **Mammootty or Mohanlal** might be cast as actors.
- ❖ Based on the number of votes collected, RSVP may choose to collaborate with **Marvel Studios** as one of its global partners.
- ❖ The future film project might consider hiring **Tapsee Pannu** as an actress because she received the most votes and had the highest average rating (7.74).
- ❖ As the top 2 production companies for multilingual films, RSVP can collaborate with **Star Cinema and Twentieth Century Fox** on these projects.