

Executive Summary

Submitted By:

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Insights & Recommendations:

- Most number of movies were released in the month of March.
- RSVP should consider on releasing movie for **Drama** genre as it is the most popular genre and most produced genre in terms of number of movies produced.
- RSVP Movies should go with **Dream Warrior Pictures or National Theatre Live** production houses as they have produced the most number of hit movies with average rating greater than 8.
- The most popular director is **James Mangold** when we look at top 3 genres (Drama, Action & Comedy) and average rating greater than 8, thus RSVP should consider **James Mangold** as the director for the upcoming movie project.
- **Mammootty or Mohanlal** could be hired as actors based on the median ratings and number of movies.
- RSVP can opt to partner with **Marvel Studios** as their global partners based on highest votes received.
- For Multilingual movies, RSVP can partner with **Star Cinema & Twentieth Century Fox** as they are top 2 production houses in terms of multilingual movies.
- Based on total votes and average rating of 8.42 for movies released in India, **Vijay Sethupathi** can be added to the cast to woo Indian audience for the upcoming project.
- Based on the total votes received and average rating, **Taapsee Pannu** can be chosen as the actress for their next project.
- RSVP can also consider hiring **Andrew Jones** as he is the top ranked director as he has directed most number of movies.