EXECUTIVE SUMMARY: INSIGHTS AND RECOMMENDATIONS

- The data shows a decline in movie production over recent years, with March being the peak month for releases, So releasing in march might not be profitable due to strong competition.
- **Drama** leads as the most popular genre, with 4,285 movies averaging 106.77 minutes in length, and 1,078 of were produced in 2019. RSVP should focus more on making movie on 'Drama'. Action and Thriller genres are also promising as they rank among top three genres.
- **Dream Warrior Pictures** and **National Theatre Live** have the highest number of hit movies, making them strong for future collaborations.
- **Marvel Studios, Star Cinema, Twentieth Century Fox, and Warner Bros** are the leading production houses by the number of votes, suggesting their potential as global partners. **Star Cinema & Twentieth Century Fox** are top 2 production houses in terms of multilingual movies.
- **James Mangold / Andrew Jones** stand out as the top directors in three leading genres with most superhit movies, making them prime candidates to direct next project.
- Based on median ratings, **Mammootty** and **Mohanlal** are strong contenders for leading roles in next project.
- **Parvathy Thiruvothu**, with her superhit movies, **Andrew Garfield**, famous for Drama genre, can be considered for leading roles.
- **Taapsee Pannu**, with average rating of 7.74 for Hindi movies in India, is an excellent option for a leading actress role.
- **Vijay Sethupathi,** with an average rating of 8.42 and significant total votes for movies released in India, is a strong choice to attract Indian audiences.