

Executive Summary and Recommendations

Below are the insights and some recommendations to the RSVP –

- The highest movies were released in year of 2017 in month of March
- Drama genre has the highest movies produced 4285, RSVP should produce the movies in Drama for their future films, Action and Thriller genre can also be impactful as all these are top three popular genre
- Star Cinemas and Twentieth Century Fox are the two top production houses that produced the highest number of successful movies, since the movie will be for the global audience, RSVP should consider either production house for projects
- The top director in top three genre with the highest number of hit movies is James Mangold. He can be the director for the future projects by RSVP
- Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
- RSVP movies can focus on drama, comedy, action and thriller genre movies.
- Based on total number of votes and average rating of 7.74 received for Indian movies, Taapsee Pannu can be chosen as an actress.
- Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
- Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
- Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and they must be considered for a global partner.