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## EXECUTIVE SUMMARY

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### **OBSERVATIONS AND RECOMMENDATIONS:**

- In 3 years, the greatest number of movies have been released in the Month of March (824), and least in December (438), RSVP can release upcoming movie in **December** holiday season and avoid march competition.
- Of all, 1078 movies released in 2019 are of **Drama** genre, RSVP can invest money in same for good ROI, **Thriller** and **Comedy** movie look potentially profitable.
- **~107 mins** look like an ideal duration for its next project based on most loved genre (Drama).
- RSVP can partner with “**DREAM WARRIOR PICTURES**” AND “**NATIONAL THEATRE LIVE**” for its next project as both have produced most hit movies with Average Rating>8.
- In USA Family Genre is the least preferred can certainly avoid this genre in this region.
- RSVP can sign **James Mangold/ Andrew Jones** as they have directed top 3 most rated (Average rating > 8) genre movies.
- RSVP can also sign **Mammootty** and/or **Mohanlal** as their next lead actors as they have previously worked in highly rated movies (Average rating > 8).
- RSVP can partner with **Marvel Studios/Twentieth Century Fox /Warner Bros.** as it has produced the most voted movies and must be considered for a global partnership.
- For Indian movies RSVP can sign **Vijay Sethupathi** and **Taapsee Pannu** as lead actors as their movies have good rating, showing their huge fan following. **Parvathy Thiruvothu** can also be considered.
- For its next multilingual movies RSVP can work with **STAR CINEMA**.