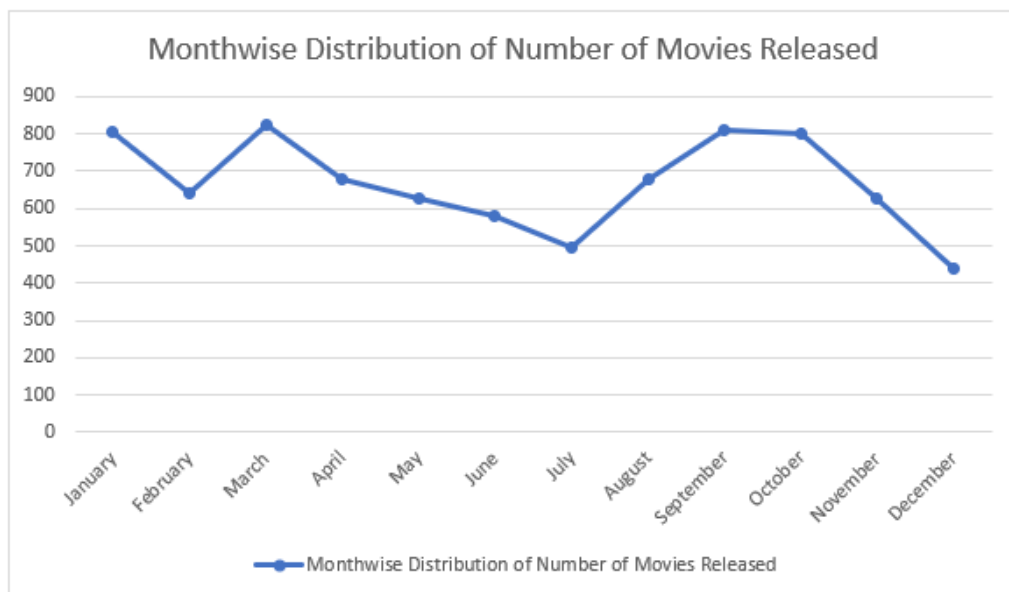
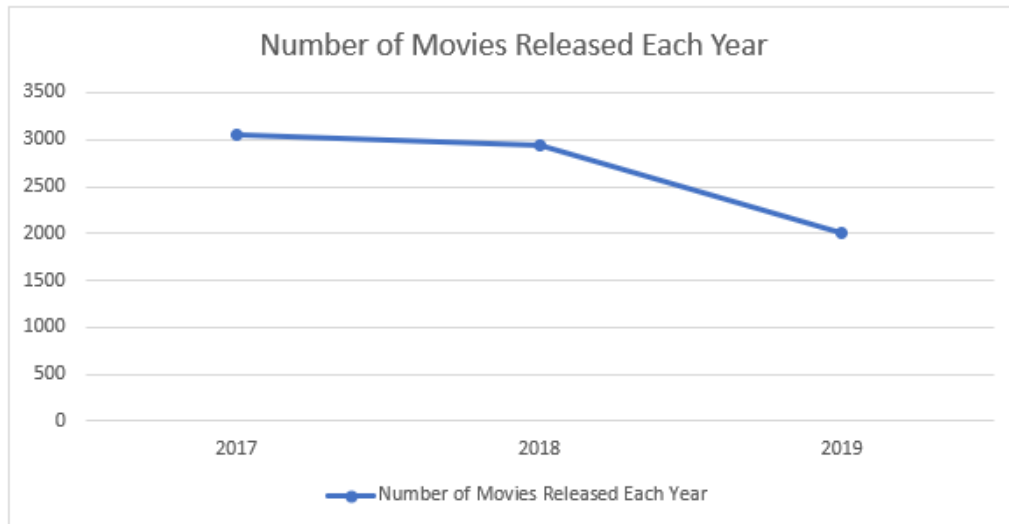


# Executive Summary and Recommendation

1. There is a downward trend from 2017 to 2019. Highers number of movies were released in March.



2. Drama with 4,285 movies produced is the most popular genre averaging 106.77 minutes. In 2019 alone, 1,078 dramas were made.

3. Based on the number of movies released, the top three genres are 'Drama,' 'Comedy,' and 'Thriller.' For superhit movies (average rating > 8), the top three are 'Drama,' 'Action,' and 'Comedy.'

Genre wise movie data			
Genre	Movie Count	Number Of Hits	Percentage Hits
Action	1289	46	3.57
Adventure	591	12	2.03
Comedy	2412	44	1.82
Crime	813	35	4.31
Drama	4285	175	4.08
Family	302	11	3.64
Fantasy	342	3	0.88
Horror	1208	15	1.24
Mystery	555	11	1.98
Romance	906	21	2.32
Sci-Fi	375	3	0.8
Thriller	1484	39	2.63

4. For commercial success, RSVP Movies should focus on 'Drama,' 'Comedy,' 'Action,' or 'Thriller.'
5. Dream Warrior Pictures and National Theatre Live production have produced highest number of hit movies among all production houses.
6. To target a global audience, RSVP Movies should collaborate with Star Cinema and Twentieth Century Fox, which have the most hit multilingual movies.
7. The top director in the top three genres with highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
8. Based on past records, Mammootty, with 8 superhits, is the best choice for RSVP Movies' next project, with Mohanlal (5 superhits) as an alternative.
9. Casting Vijay Sethupathi (average rating 8.42 in Indian movies) and Tapsee Pannu (rating 7.74 in Hindi movies) can help in capturing Indian audience.
10. If RSVP Movies chooses a drama as their next project, Parvathy Thiruvothu, Susan Brown, Amanda Lawrence, and Denise Gough are strong choices for actresses, each with two superhit dramas.

11. Based on number of movies produced for top three genres the highest grossing movies are mostly dominated by sequels. (Working under the assumption \$1 = 82 INR)

Worldwide Gross Income				
Genre	Year	Movie Name	Worldwide Gross Income	Rank
Thriller	2017	The Fate of the Furious	\$1236005118	1
Comedy	2017	Despicable Me 3	\$1034799409	2
Comedy	2017	Jumanji: Welcome to the Jungle	\$962102237	3
Drama	2017	Zhan lang II	\$870325439	4
Thriller	2017	Zhan lang II	\$870325439	4
Comedy	2017	Guardians of the Galaxy Vol. 2	\$863756051	5
Drama	2018	Bohemian Rhapsody	\$903655259	1
Thriller	2018	Venom	\$856085151	2
Thriller	2018	Mission: Impossible - Fallout	\$791115104	3
Comedy	2018	Deadpool 2	\$785046920	4
Comedy	2018	Ant-Man and the Wasp	\$622674139	5
Drama	2019	Avengers: Endgame	\$2797800564	1
Drama	2019	The Lion King	\$1655156910	2
Comedy	2019	Toy Story 4	\$1073168585	3
Drama	2019	Joker	\$995064593	4
Thriller	2019	Joker	\$995064593	4
Thriller	2019	Ne Zha zhi mo tong jiang shi	\$700547754	5