

EXECUTIVE SUMMARY & RECOMMENDATIONS

- March is the month with the highest number of movie productions.
- In 2019, the USA produced more movies than India.
- In 2019, 1078 movies were produced in the Drama genre, so RSVP Movies should focus on that genre for their next project.
- The Drama genre has an average duration of 107 minutes, which could be a good target duration for their next project.
- Dream Warrior Pictures and National Theatre Live could be good options for producing their next project.
- The top 16 movies released in the Drama genre in March 2017 in the USA had more than 1,000 votes.
- James Mangold is a good choice for director due to a higher average rating.
- Mammooty and Mohanlal are the top actors based on median rating.
- Marvel Studios is the top production house based on the number of votes received by the movies they have produced.
- Vijay Sethupathi is the top actor based on their average ratings for movies released in India.
- Taapsee Pannu is the top actress based on her average ratings for movies released in India.
- Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits (median rating ≥ 8) among multilingual movies.
- Parvathy Thruvothu, Susan Brown, and Amanda Lawrence are the top 3 actresses based on the number of Super Hit movies (average rating >8) in the Drama genre.

Based on the above insights, it can be concluded that March is a good month for movie releases, the Drama genre could be a good focus for their next project, and certain production houses and actors have a proven track record of success.

