

EXECUTIVE SUMMARY AND RECOMMENDATION

Insights

- ☐ According to data, most movies are released in March, and the least in December. **RSVP can target the holiday season to attract more audiences.**
- ☐ Drama, Comedy, and Thriller are the top three genres based on the number of movies. **RSVP should consider making a movie in any of these or a combination of these genres.**
- ☐ Dream Warrior Pictures and National Theater Live are the two production houses that have produced the most number of movies. **RSVP can consider one of them for their next project.**
- ☐ James Mangold, Russo brothers (Joe & Anthony) are the top three directors from the top three genres. **It will be beneficial for RSVP to work with them.**
- ☐ Mammooty and Mohanlal are found to be the top two actors. **RSVP should consider hiring either one or both of them.**
- ☐ Marvel Studios, Twentieth Century Fox, and Warner Bros. are the top three production houses based on the number of votes received. **It will be beneficial for RSVP to work with any one of them.**
- ☐ Vijay Sethupathi ranks as the top actor in India based on popularity. **RSVP can loop him in for a cameo or a role to attract a larger audience.**
- ☐ Taapsee Pannu, Kriti Sanon, Divya Dutta, Shraddha Kapoor, Kriti Kharbanda are the top five actresses in Hindi movies in India according to popularity. **RSVP can hire any of the five actresses.** Sangeetha Bhat, Fatmire Sahiti, and Adriana Matoshi are the top three actresses in the Drama genre. **If RSVP makes a movie in the drama genre then they should select from these three.**