

EXECUTIVE SUMMARY AND RECOMMENDATIONS

1. Highest number of movies were produced in the month of March (824) and in 2017(3052).

2. Drama is the most popular movie genre(4285) with duration 106.77 minutes.

3. Drama genre for its future film is good move . Action and thriller genres can also be considered as they are in top three genres.

4. Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.

5. James Mangold is top director in top genres with average rating more than 8 so he can be hired as the director for the next project.

6. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production should be considered for a global partner, based on the number of votes received.

7. Mammotty or Mohanlal can be considered as the actor for the next project because of their median rating .

8. Vijay Sethupathi can be added to the cast woo Indian audience for the upcoming project based on average rating.

9. Since the movie is meant for a global audience, Star Cinema and Twentieth Century Fox these production houses are good and have the highest number of hits among multilingual movies, so they should be considered for their next project.

9. Based on the number of Super Hit movies, Parvathy Thiruvothu, Susan Brown can be considered as the actress for Drama genre and Tapsee Pannu can be considered for Hindi movies based on total votes and Average rating 7.74 .