

EXECUTIVE SUMMARY AND **RECOMMENDATIONS**

1. Maximum movies released in month of March.
2. India and USA produced 1,059 movies in 2019.
3. '4285' movies released under Drama genre having average duration of 107 minutes approx., which is the highest among all genre. Therefore, it should focus more on Drama genre.
4. Thriller genre is in Top 3 rank for producing higher number of movies. RSVP should explore Thriller genre also.
5. Star Cinema and Twentieth Century Fox are Top 2 rated production house that have produced most hits in multilingual movies, so one can be considered for next project.
6. Marvel Studios has highest votes for their movies and can be considered for global partner.
7. James Mangold or Anthony Russo can be hired as Directors as they are top directors in top 3 genre with average rating above 8.
8. Mammooty or Mohanlal can be chosen as other Actor in the film, which have median rating greater than equal to 8.
9. For regional audience, Indian actor Vijay Sethupati can also be casted in the upcoming movie having average rating of '8.42'.
10. Taapsee Pannu can be casted as actress with average rating of 7.74.
11. Sangeetha Bhat can also be casted as another actress who have super hit movies with average rating above 8.
12. Andrew Jones and AL Vijay can be chosen as directors as they are top 2 directors based on number of movie.