

Executive Summary

- Between 2017-2019, there was a consistent decline in movie releases, particularly notable in 2019. Meanwhile, March emerged as the peak month for movie production.
- We have analyzed that Star Cinema and Twentieth Century Fox lead as top production houses, with a median rating of 8 or above across multilingual releases.
- Similarly, directors such as James Mangold, Anthony Russo, and Soubin Shahir have garnered acclaim for their contributions.
- Additionally, A.L. Vijay and Andrew Jones are among the top nine directors whose superhit movies have made significant contributions to the industry's success.
- Actors like Mammooty and Mohanlal shine with median ratings exceeding 8. Furthermore, Indian actors Vijay Sethupathi and Fahadh Faasil, alongside actresses Taapsee Pannu and Kriti Sanon, have notable influence in the industry.
- Marvel Studios, Twentieth Century Fox, and Warner Bros emerge as the top production houses based on total votes received.
- We also found that Drama genre is ranked as top in list. Whereas the Thriller genre has gathered highest world-wide gross income.

Recommendations:

- Considering the popularity of action films and the dominance of drama, comedy, and thriller genres, we recommend focusing on producing a multilingual dramatic thriller having runtime between 110-120 minutes.
- Collaboration with seasoned directors such as A.L. Vijay, coupled with the involvement of acclaimed actors like Mammooty and Vijay Sethupathi, is advised to optimize the project's potential for success.
- Additionally, the production of drama films presents a lucrative opportunity for revenue generation, further supporting the strategic direction proposed.