

Executive Summary and Recommendations

Post analysis on IMDB data by RSVP movies following Insights are derived by us (Kalyani and Sahil):

- There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March with an average of about 2300 movies per year.
- Drama was the most popular genre with 4285 number of movies and an avg duration of 106.7746. RSVP movies can focus on this genre for its future films. Action and Thriller genres also hold potential. A total of 1078 drama movies were produced in 2019.
- RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
- Most of the movies were rated between 6-8 on a median rating scale. Aiming for 8+ on a median rating will increase chances of a superhit movie.
- Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies. Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies as the movie will be for Indian audience primarily.
- Top directors observed from the analysis are James Mangold, Anthony Russo, Joe Russo and Soubin Shahir. With the later 3 tied at #2 spot. RSVP can have its future projects with them.
- Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
- Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. Since the movie is meant for a global audience, these production houses are good contenders and should be considered for their next project.
- Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project.
- Taapsee Pannu can be chosen as actress as she is on the top of the list with average rating 7.74 and maximum votes.
- Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress and Andrew Garfield as an actor for Drama genre.
- In India, Vijay Sethupati can be focused on as he his popular here. Based on total votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast woo Indian audience for the upcoming project.
- 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