

EXECUTIVE SUMMARY AND RECOMMENDATIONS

The following are insights drawn that can help RSVP movies production company to start their new project:

- In 2019 maximum number of movies were made in the genre 'Drama' i.e., 1078 movies. So RSVP movies should focus on movies in that genre.
- Average duration of drama movies is found to be 106.67. New movies produced can have duration greater than or equal to this.
- Drama, comedy and thriller were the top 3 genres of 2019.
- Dream warrior pictures and national theatre live are the top production houses which have produced the most number of hit movies (average rating > 8) RSVP can collaborate with them for next movie.
- The top three directors in the top three genres whose movies have an average rating > 8 are James Mangold, Anthony Russo, Joe Russo.
- The top two actors whose movies have a median rating ≥ 8 are Mammooty and Mohanlal. New movies can be planned with them as lead actors.
- The top three production houses based on the number of votes received by their movies are Marvel Studios, Twentieth Century Fox and Warner Bros.
- Vijay Sethupathi, Fahadh Faasil and Yogi Babu got highest rating with movies released in India based on average rating. These actors can be preferred for regional language films.
- Taapsee Pannu, Divya Dutta and Kriti Kharbanda are the top three Indian actresses who got highest rating with movies released in India based on average rating. They should be preferred in their movies.

By
Saikat Chowdhury