

## **Executive Summary**

After doing a thorough analysis of historical data of worldwide movies for three years 2017-2019, here are the recommendations for RSVP Movies for their next global project in 2022:

- **Genre:** Focus on the “Drama” Genre as it is the top genre in terms of no. of movies produced worldwide
- **Options for Partnering with Global Production Companies** either based on rating or popularity. For a commercial movie, its better to go with a popular production company.
  - **Based on Critical Ratings:** Partner with “Dream Warrior Pictures” or “National Theater Live” as they are the top production companies which have produced the max. no of hit movies (with rating >8)
  - **Based on Popularity – no of votes:** Partner with 1 out of Marvel Studios, Twentieth Century Fox, Warner Bros
  - For multi-lingual movies, can consider Star Cinema or Twentieth Century Fox based on highest no of superhit movies
- **Directors:** James Mangold can be hired as the director as he is the top director within Top 3 genres ‘ Drama’, ‘Action’ & ‘Comedy’; having most no.of movies with rating>8
- **Actors:**
  - Make a multi-starrer with Mammooty, Mohanlal (based on their median ratings)
  - To woo the local audience and give a regional feel, we should consider having Vijay Sethupathi
- **Actresses:**
  - Should have ‘Tapsee Pannu’; as she was the top Indian actress based on ratings
  - “Parvathy Thiruvothu” can be considered based on no. of superhit movies and votes
- **Duration:**
  - Average length of ‘Drama’ genre movies is 106 minutes.