

## **Executive Summary based on the dataset provided and recommendations**

- Highest number of movies were released in March(824) and December(438) had the lowest releases, so it would be wise to release more movies in December with the holiday period and less competition.
- Drama, comedy and thriller are the most popular genres and making a movie that fits any one of them will be a safe choice for the next film project.
- James Mangold should be hired as the next director as he ranks the highest in the top three genres with an average rating of more than 8.
- Mamooty and/or Mohanlal should be approached to star in the next film project as their films have the median rating of more than 8.
- Marvel movies, Twentieth Century Fox and Warner Bros received the highest votes among production companies and a partnership with them should be given top priority. Twentieth Century Fox also ranked second in the list of multilingual hits, just below Star Cinema.
- Parvathy Thiruvothu, Susan Brown or Amanda Lawrence should be hired as the lead actress to ensure a super hit drama film.
- It was also discovered German movies are more popular than Italian films and we can partner with them for their release here in India.