

EXECUTIVE SUMMARY

INSIGHTS:

1. Total Number of Movies Released Each Year:

- There is a decreasing trend in the total number of movies released each year over the past three years.

2. Month-wise Trend:

- The highest number of movies is typically produced in the month of March.

3. Movies Produced in the USA or India in 2019:

- In the year 2019, both the USA and India produced more than a thousand movies.

4. Genre Analysis:

- Drama is the most popular genre with 4,285 movies and an average duration of 106.77 minutes.
- A total of 1,078 drama movies were produced in 2019.
- Many movies which received more than 1000 votes belongs to Drama genre.

5. Top Production House for Hit Movies:

- Dream Warrior Pictures or National Theatre Live are the top production houses with the most number of hit movies (average rating > 8).
- 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.

6. Top Directors for RSVP's Next Project:

- The top three directors in the top three genres with movies having an average rating greater than 8 are identified. James Mangold tops the list.

7. Top Actor:

- Actors were ranked with movies released in India based on total votes and average ratings. Vijay Sethupathy tops the list. with average rating of 8.42.

8. Top Actresses in Hindi Movies:

- The top five actresses in Hindi movies based on their average ratings are determined where Taapsee Pannu tops with average rating 7.74.

9. Actress with Most super hit movies:

- Parvathy Thiruvothu has given more superhit movies with highest number votes in Drama genre.

RECOMMENDATIONS:

1. Strategic Movie Production:

- Acknowledge the decreasing trend in the total number of movies released each year. Consider a more strategic and selective approach to movie production, focusing on quality over quantity.

2. Optimal Release Timing:

- Recognize March as a peak month for movie production. Plan the release of significant projects during this month to potentially capitalize on higher audience engagement.

3. International Collaboration:

- Given the substantial movie production in both the USA and India in 2019, explore collaborative opportunities with international markets for global projects.

4. Genre-Centric Strategy:

- Leverage the popularity of the Drama genre with over 4,000 movies and a dedicated audience. Consider producing a mix of Drama, Action, and Thriller genres to diversify the film portfolio.

5. Partnership with Successful Production Houses:

- Collaborate with Dream Warrior Pictures or National Theatre Live, known for their successful hit movies. Additionally, explore partnerships with globally recognized production houses like Marvel Studios, Twentieth Century Fox, and Warner Bros for potential global projects.

6. Top Director Selection:

- Considering the importance of having top-rated directors, consider James Mangold for RSVP's next project, especially in the top three genres where he has demonstrated success.

7. Strategic Casting Choices:

- Given Vijay Sethupathy's top rank among actors based on total votes and average ratings, consider including him in the cast for increased global audience engagement.

8. Top Actresses for Hindi Movies:

- Taapsee Pannu, with the highest average rating of 7.74 in Hindi movies, is recommended for roles in Hindi film projects. This strategic casting choice can enhance the overall quality of Hindi movie productions.

9. Superhit Movies in Drama Genre:

- Given Parvathy Thiruvothu's track record with more superhit movies in the Drama genre, consider her for roles in upcoming drama projects.

10. Thriller Movie Classification:

- Utilize the classification of Thriller movies based on average ratings into categories like 'Superhit,' 'Hit,' 'One-time-watch,' and 'Flop' for better understanding audience preferences. Tailor future thriller projects accordingly.