

# Insights

- 2017 was a grand year for the film industry it had the most number of releases compared to 2018 and 2019.
- Based on the trend, the no of movies tend to peak in the starting months and decline at the end of the year, the movies peak in March as most movies were produced in March (824) and in December you have 438 movies.
- Out of 13 different genres the team analyzed, drama stood out as the most popular genre with 4285 movies being produced. Deep diving more into the drama genre, the avg duration of genre movies was 106.77 mins
- Action and thriller genres are among the top three genres.
- Most of the median ratings of movies lie between 6-8, 7 being the highest of all.
- Kirket, Love in Kilnerry are the highest-rated movies.
- Dream Warrior Pictures and National Theatre Live are the top production companies.
- James Mangold, Joe Russo and Anthony Russo are the top 3 Ranked directors.
- Mamooty and Mohanlal are the top 2 actors with 8 and 5 movies, respectively.
- Marvel Studios, Twentieth Century Fox and Warner Bros are the best 3 Production Companies based on total votes received.
- Top-grossing movies of each year are Fate of the Furious(2017)(123Cr), The Villan(2018)(130Cr), Avengers:Endgame (2019)(279Cr).
- Vijay sethupathi and Fahad fasil are top actors with an avg ratings of 8.42 and 7.99.
- Tapsee Pannu and divya dutta are the top actresses with an avg ratings of 7.74 and 6.68.
- Safe, Digbhayam and Dokyala Shot are the top thriller movies.
- Star Cinema and Twentieth Century Fox have produced the highest number of hits in the multilingual category.
- Parvarthy Thrivothu, Amanda Lawrence and Denise Gough are actresses in the drama genre.
- A.L Vijay and Andrew Jones are the top 2 directors based on the no of movies, ratings and votes.

# Recommendations

RSVP should produce a multilingual movie in the Drama or Thriller genre preferably at the start of the year with Marvel Studios or Twentieth Century Fox Production Company and the lead role cast can be Vijay Sethupathi, Fahad Fasil, Parvathy and Tapsee Pannu. The support role cast can be Mohanlal, Mammooty and Divya Dutta. This multi-lingual / multi-starer drama /thriller movie can have A.L. Vijay and James Mangold collaborating as the directors, which will give a mixed flavour of Western and Indian storytelling.