

### **Executive summary - RSVP Movie**

1. The number of movies produced each year is decreasing. This trend may be caused by the fact that nowadays there are many alternative media sources.
2. Highest number of movies are produced in the month of march. The company should be careful to launch movies this month.
3. Most of the movies are produced in the drama genre with a total count of 1078 with average duration of 106.77 mins. After that the most popular genres are comedy and thriller.
4. Company should focus on the above 3 genres when launching a new movie.
5. The production houses which have produced the highest number of movies are Dream Warrior Pictures and National Theater Live.
6. However based on the number of votes received, the popular production houses are Marvel Studios, Twentieth Century Fox and Warner Bros. Company should consider partnering with them as global partners
7. James Mangold can be hired as next potential director.
8. Company, since it is based in India, should try to attract local audience. Famous actor and actress should be hired by them like Sethupathi with average rating 8.42 and Taapsee Pannu with average rating 7.74.
9. Star Cinema and Twentieth Century Fox are top production houses which produce multilingual movies. The company should consider reaching a global audience and these two production houses can be hired.
10. In drama genre, superhit movie is given by actress Parvathy Thiruvothu.
11. Based on median rating, the top two actors are Mohanlal and Mammooty.