

Insights:

- Since March sees a significant surge in movie releases, it might not be the most profitable time for our company due to intense competition.
- Drama stands out as the most favoured genre, boasting 4285 movies and an average duration of 106.77 minutes. Specifically, 1078 drama films were released in 2019.
- RSVP movies might consider emphasizing the Drama genre for their upcoming films, and they could also explore the Action and Thriller genres, which rank among the top three genres in popularity.
- Mammooty and Mohan Lal are the top actors based on the median ratings and numbers of the movies acted.
- Marvel Studios, Twentieth Century Fox and Warner Bros are the top three Production house. Marvel Studios can be chosen as the global partner by RSVP movies as they have the highest number of votes.
- RSVP can consider Vijay Sethupathi as the Regional actor as he meets the criteria of 5 Movies and also he has the highest Rating and Votes.
- Based on the Average rating Tapsee Pannu can be hired as the next actress.
- Genre wise Action Movie can be considered.