

Executive summary containing important insights and recommendations to RSVP Movies:

1. RSVP Movies can consider Vijay Sethupathi (top actor as per the average ratings).
2. RSVP Movies can consider actress Taapsee Pannu (top Indian Cinema actress on the basis of average ratings).
3. RSVP must consider Production Company 'Dream Warrior Pictures' and 'National Theatre Live' (producing most of the hits movies).
4. Drama, Comedy and Thriller are top three genre liked by audience.
5. Average duration for top three genre are: Comedy (102.6 min), Drama (106.77 min), Thriller (101.5 min). Movie duration must be considered for next project.
6. For Drama genre RSVP must consider actresses 'Parvathy Thiruvothu', 'Susan Brown', 'Amenda Lawrence', 'Denise Gough' as they have most number of superhits.
7. For multilingual movies RSVP Movies can consider 'Star Cinema', 'Twentieth Century Fox' as they have produced the highest number of hits.
8. RSVP must consider production house 'Marvel Studios' and 'Twentieth Century Fox' based on total votes.
9. 'James Mangold' can be considered as director as his movies have average ratings more than 8.
10. 'Andrew Jones' is the top director based on number of movies.
11. Actor Mammooty and Mohanlal have got good median ratings for their movies.
12. RSVP must avoid March month as it has max. movie releases (more the movie release more is the competition).

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