

EXECUTIVE SUMMARY

1. The most number of movies have been produced in the genre of Drama (4285 nos over 3 years); the new movie can be considered to be produced under this genre.
2. Comedy and Thriller genres too can be considered as alternatives; 2412 and 1484 numbers of respective movies were produced.
3. Drama movies have an average duration of 106.77 minutes; the new movie can be around this duration.
4. RSVP Movies can ideally partner with Dream Warrior Pictures or National Theatre Live production companies; each have 3 hit movies.
5. James Mangold (average rating: > 8 and 4 movies) is the preferred choice of a director; Anthony Russo and Soubin Shahir are also alternative choices if need be.
6. Actors Mammooty (average rating > 8 and 8 movies) or Mohanlal (average rating > 8 and 5 movies) can be chosen for the lead role; .
7. Actor Vijay Sethupathi (weighted average: 8.42 and 5 movies) can be included in the cast; his popularity will be instrumental in wooing the local audience.
8. Actress Taapsee Pannu (weighted average: 7.74 and 3 movies) can be included in the cast; she has immense popularity.
9. Actress Parvathy Thiruvothu (average rating: 8.25 and 2 super hit movies) can be included in the cast as the lead actress for her acting prowess.
10. In the year 2019, 3 movies based on the Drama genre were the highest grossers, grossing over USD 5,448,022,067 in collections from world wide screening.
11. March is an ideal movie release month; 824 movies were released.