

EXECUTIVE SUMMARY AND RECOMMENDATIONS

There are various distinct genres on which RSVP Movies can make a movie. The following conditions will ensure that next project is successful:

- There is a downward trend in the number of movies produced over the years. Highest number of movies were produced in the month of March.
- Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
- RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres.
- Dream Warrior Pictures or National Theatre Live production companies have the produced the highest number of hit movies among all production companies.
- Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.
- Highest votes received by Marvel movies, followed by Twentieth Century Fox and Warner Bros. These can be considered as world-wide release partner.
- The top director in top three genres with highest super-hit movies to be hired for next project is James Mangold.
- Vijay Sethupathi, followed by Fahadh Faasil and Yogi Babu have high average ratings in India, can be hired to woo Indian audience
- Top Indian actresses having high average ratings in India to be hired to woo Indian audience is Taapsee Pannu followed by Kriti Sanon, Divya Dutta.