

Executive Summary

Based on an analysis of movies produced from 2017 to 2019, several key insights have emerged to guide RSVP Movies in planning their global project.

- The USA and India remain the largest movie-producing countries, with March seeing the highest movie releases. Among the 12 genres analyzed, **Drama (4285 movies)**, **Comedy (2412 movies)**, and **Thriller (1484 movies)** are the top-performing categories. The average durations for these genres range between 101 to 107 minutes, aligning with global preferences.
- Critically, maximum number (2257) of movies have median rating of 7, with **Dream Warrior Pictures** and **National Theatre Live** producing the highest number of “superhit” films (rating > 8). Additionally, **Drama movies in March 2017** performed exceptionally well, drawing over 1,000 votes each.
- For global collaboration, partnering with **Marvel Studios, Twentieth Century Fox, and Warner Bros** — the top production houses by audience votes — could expand RSVP’s international reach. To maintain local appeal, casting Indian talents like **Vijay Sethupathi, Fahadh Faasil, and Yogi Babu** is advisable, as they have high average ratings and significant audience support. **Taapsee Pannu** stands out as the top Indian actress with a 7.73 rating.
- Strategically, RSVP should target the **Drama and Thriller** genres, focus on cross-border partnerships, and avoid releasing the movie in March as it is the month to release highest movies count, to ensure commercial success.

With data-driven planning and a blend of global and local strategies, RSVP Movies is well-positioned to capture a worldwide audience.