

EXECUTIVE SUMMARY

RSVP MOVIES CASE-STUDY INSIGHTS & RECOMMENDATIONS

After analysis of the IMDB datasets and based on the data-driven insights the following recommendation can be given for the upcoming RSVP Movies which are to be released for global audiences in 2022.

1. As 'Dream Warrior Pictures' & 'National Theatre Live' production house has produced the most number of hit movies (average rating > 8), with which RSVP movies can partner for its next project.
2. RSVP movies should focus on the 'Drama' genre for their next project (As the 'Drama' genre movies were produced the highest in number in 2019).
3. 'James Mangold' can be hired as the director for RSVP's next project (As he is the top director in the top three genres (with the most number of movies having an average rating > 8)).
4. 'Mammootty' & 'Mohanlal' are top two actors (whose movies have a median rating ≥ 8) and can be hired for RSVP movies.
5. 'Marvel Studios' rules the movie world and is the top production house based on the number of votes received by their movies. So, RSVP Movies can also plan to partner with this global production house.
6. 'Vijay Sethupathi' and 'Fahadh Faasil' are top Indian actors and 'Taapsee Pannu' & 'Divya Dutta' are top actresses (based on their average ratings) who can be hired as a few Indian actors for its upcoming project RSVP movies to give a regional feel.