

RSVP_Movies_Case_study_Summary

- Most movies were released in March and least in December.
The competition among movies would be less in December, however by March-end the number of audience would go up because of summer vacations, So RSVP Movies need to consider these factors.
- Most movies were produced in the genre 'Drama' possibly because there is a larger audience for Drama-movies, So they could choose to make a movie in this genre.
- Dream Warrior Pictures and National Theater Live have produced the most number(3) of hit movies, so working with either of these production companies would be better.
- Drama, Action and comedy are the top three genres in terms of most number of movies released and have an average rating above 8.
- James Mangold can be hired as the director for RSVP's next project, if he is not available RSVP movies can go for Soubin Shahir or Joe Russo, as these three are the top directors in the top three genres.
- Mammooty followed by Mohanlal are the top two actors whose movies have a median rating ≥ 8
- Marvel studios tops among production-companies with the highest total vote count, followed by Twentieth century fox and Warner Bros. So RSVP should try to get any of them as their global partner.
- Movie fans love to see Actor Vijay Sethupathi in the film, he has got the highest average rating among movies released in India. Similarly Taapsee Pannu tops the list among actresses, So RSVP Movies can include these two to woo local audiences.
- Star Cinema and Twentieth Century Fox production companies have produced the highest number of multilingual hit movies. So if RSVP is planning to release the movie in multiple languages, they could go with any of these two production houses.
- Parvathy Thiruvothu, Susan Brown, Amanda Lawrence and Denise Gough are the top actresses based on the number of hit movies in the drama genre, So they could appoint any of these actresses for the project.

