

RSVP FILM INDUSTRY EXECUTIVE SUMMARY AND RECOMMENDATION

INTRODUCTION

RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience, but from next year 2022 planning to release films for global audience.

RSVP FILM PRODUCTION SUMMARY

- RSVP Film Production found to be decreased trend year –wise from year 2017 to 2019.
- Based on month-wise, March month found to be more number of films released.

Year	Movie Count
2017	3052
2018	2944
2019	2001

- Every Year, found that in March month – more than 200 films released.
- Total number of genre found to be 13 types. ‘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 along with ‘Actions’ and ‘Thriller’ genre. In USA, ‘Drama’ genre films has more movie count compared with other genre.
- 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.
- Movies hits also based on Top Directors who has been James Mangold, along with Anthony Russo.
- Based on median rating, Actor Mammooty and/or Mohanlal topped the list.
- In Actress category, Taapsee Pannu found highest average rating.

RSVP FILM - RECOMMENDATION

- GENRE TYPE: RSVP Film production need to more focus on 'Comedy' and 'Thriller' genre and need to increase Production in above mentioned genre.
- PRODUCTION HOUSE: Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies.
- LANGUAGE: RSVP should take Film production in Multilingual (Kannada, English, Hindi, Telugu, Tamil and Malayalam) movie and should be released across globe in order to get the best of bookings from audience.
- DIRECTOR: More film production chance to be given to Director Anthony Russo and Soubin Shahir, who has average rating more than 8.
- ACTOR: In basis of Actor, Vijay sethupathi along with Fahadh Faasil and Yogi Babu need to give more chance for acting.

Actor Name	Votes	Movie count	Average Rating	Rank
Vijay Sethupathi	23114	5	8.42	1
Fahadh Faasil	13557	5	7.99	2
Yogi Babu	8500	11	7.83	3

- ACTRESS: In basis of Actress, Taapsee Pannu, Kriti Sanon, Divya Dutta should be given more chance as they are having highest average rating.

Actress Name	Votes	Movie count	Average Rating	Rank
Taapsee Pannu	18061	3	7.74	1
Kriti Sanon	21967	3	7.05	2
Divya Dutta	8579	3	6.88	3

- According to Director comparison, L Vijay should be chosen as director compared to Andrew Jones as his average days is less compared to Andrew and additionally Rating wise more than Andrew.

Director	Movies	Average Days	Average Rating	Votes	Minimum Rating	Maximum Rating	Total Duration
Andrew Jones	5	191	3.03821	1989	2.7	3.2	432
A.L. Vijay	5	177	5.65382	1754	3.7	6.9	613

