

RSVP Movies Case Study

Executive Summary

- Most movies were produced in the year 2017 closely followed by 2018 and 2019 and in the month of March closely followed by September and October.
- Highest number of movies were produced in Drama genre with a total of 4285 movies having maximum duration of movie as well, hence RSVP movies should focus on Drama genre for making another movie.
- Dream Warrior Pictures and National Theatre Live have produced the most number of hit movies. RSVP movies can try to partner with one of these production houses for their next project.
- James Mangold is the top director, closely followed by Soubin Shahir, and Joe Russo. RSVP movies should try to hire one of them to direct their next movie.
- Mammooty is the top actor, followed by Mohanlal. One of these actors could be casted in the next film. Their movies can potentially attract more Indian audiences to the cinema theatres.
- Marvel Studios, Twentieth Century Fox, and Warner Bros. are the most popular production houses. It will be a huge success if RSVP Movies will be able to get one of these as a global partner.
- Vijay Sethupathi has the highest average rating among Indian actors and Taapsee Pannu among the actresses. RSVP movies might want to cast these actors to get a regional feel.
- Star Cinema and Twentieth Century Fox are the top two production houses in terms of the number of hit multilingual movies. Partnering up with these production companies can help the new movies reach a wider audience.
- Among the directors who have directed the most number of movies in this duration, Steven Soderbergh, Sam Liu, and Sion Sono are the most popular and have the highest average rating. RSVP movies can try to secure these directors.