

Summary of the RSVP Case Study

Recommendations:

1. Most of the movies are released in the month of March and so we could find heavy competition while we could plan releasing on the month of July or December.
2. Company should focus on the **Drama** and **Thriller** genre since,
 - a. It has highest count proving to be the most popular.
 - b. Thriller genre is on 3rd rank on the ratings and total votes.
 - c. Multi genre movies will cover a wider audience.
 - d. highest worldwide gross income.
3. Company should maintain the movie duration around **100 minutes**.
4. The Company should get in touch with the Directors **James Mangold, Joe Russo or Anthony Russo or Andrew Jones, A.L. Vijay** or even two/three of them to make a deal about the movie so that the movie is going to be on the hitlist.
5. **Mamooty** and **Mohanlal** are actors having average rating more than 8, could be hired for the male lead role.
6. Company could partner with **Dream warriors Pictures** or **Marvel studios** or **Twentieth Century Fox** to give hit all over world having highest sum of votes and ratings.
7. Other Indian actors with maximum ratings are **Vijay Sethupathi, Fahadh Faasil** and **Yogi babu** can be hired for other important roles.
8. **Tapsee Pannu** or **Kiti Sanon** can be hired as Female Lead and **Sangeetha Bhat** for other important role which will result as a Pan India film.