



RSVP MOVIE CASE STUDY

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Number of movies made

Most number of movies were released during 2017 (3052). There has been a decline in number of movies made during 2018 and 2019



Movie Genre

The top 3 movie genres released are Drama (29.2%)>>Comedy (16.45%)>>Thriller (10.12%)

Minimum number of movies released belong to genres-family, fantasy and others with less than 2.3%



Monthly analysis

Month wise data analysis showed that most number of movies produced during March for all three years

IMDB Data (2017-19)

INSIGHTS



Movie Director Insights

Top 3 movie directors with the highest rating (avg rating > 8) among top 3 genres

1. James Mangold
2. Anthony Russo
3. Soubin Shahir



Protagonist analysis

In India, the top two actors who have the highest avg rating are as follows:

1. Vijay Sethupathi (8.42)
2. Fahad Fasil (7.99)

In Bollywood Tapsee Pannu bags the top avg rating (7.774)



Production House

Based on the number of votes the top 3 production houses are marvel studios>>Syncopy>>New Line Cinema.

When it comes to multilingual movies, the top two production houses are Star Cinema and Twentieth Century Fox

Other Key Observations

- Movies of genre '**Action**' have a highest average duration of 112.88 min and the genre '**Drama**' which produced highest number of movies in 2019 had an average duration of 106.77 min. Genre '**Thriller**' have 101.57 min
- The analysis of total votes for German & Italian movies showed German language movies have an upper hand of 1861985 votes with Italian movies
- In thriller category movies:
 - Safe, Digbhayam, Dokyala Shot are some of the Superhit Movies (**avg rating >8**)
 - Roofied, Bordo Bereliler Afrin, Krampus are among the Flop movies with very low rating (**Less than 1.5 rating**)
- Andrew Jones & A.L.Vijay has directed 5 movies with average inter movie days of less than 200 days. But when the average inter movie days is less than 200 days, the average rating is less than 4.0.
- Parvathy Thiruvothu, Susan Brown & Amanda Lawrence are identified as the top 3 actresses with a total Super hit movie count of 2 each in the drama genre.

Recommendations

From the observations from IMDB data, **RSVP movies** can focus on **Drama, Comedy or Thriller** genre which produced highest number of movies. For all these 3 genres, the **average duration** is **less than 110 min**.

They can collaborate with **Dream Warrior Pictures** and **National Theater Live** production house which got maximum movie with **average rating greater than 8**. As RSVP is planning to produce a movie **for global audience**, one of the best options would be to collaborate with **Marvel Studios** as they rule the movie world but at the same time RSVP do not want to disappoint their **Indian audience**, in that case **Star Cinema & Twentieth Century Fox** are the best production house for multilingual movies.

James Mangold, Anthony Russo and Soubin Shahir are the best directors who have proved their talent **in the top 3 genres**. RSVP can consider hiring any of these directors for Drama, Comedy or Thriller genre. It would be wise to consider directors who have **average inter movie days greater than 200 days** because when average inter movie days greater than 200 days is more the **maximum rating** received for those director is also high. It shows the quality of direction increases when there is more gap between 2 movies directed.

Mamooty & Mohanlal can be a good choice of actors as their **median rating is greater than 8**. However RSVP also want to satisfy their **Indian audience**. For that they can consider **Vijay Sethupathi or Fahad Faasil** who have acted on 5 Indian movies and has a average rating greater than 8. On the other hand, if they are looking for **actresses in drama genre**, then **Parvathy Thiruvothu, Susan Brown & Amanda Lawrence** will be the best as they have more Super Hit movies in that genre. Otherwise for **Bollywood**, **Tapsee Pannu** is the best actress.