

SUMMARY OF RSVP CASE STUDY

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RECOMMENDATIONS

1. We were given the 15615 records for the analysis of RSVP's next project.
2. Maximum movies were released in March 2019 the reason behind it may be exams of the children get finished in March so the whole family visits cinemas to watch movies.
3. The movie genre can be chosen from the top 3 genres as Drama with 4285 movies, Action with 2412 movies, and Thriller with 1484 movies.
4. The average movie duration as per Genres should be: -

<u>GENRE</u>	<u>AVG DURATION</u>
ACTION	113.0
DRAMA	106.0
THRILLER	103.0

5. The median rating of most of the movies was 7.0.
6. The best production companies could be either Dream Warrior Pictures or National Theater Live as they produced a maximum number of hit movies with an average rating of more than 8.0.
7. The best production houses could be Marvel Studios, Twentieth Century Fox, or Warner Bros as they have produced the best movies as per the public opinion.
8. But the next project the movie could be multilingual so for that, the best production house can be either Star Cinema or Twentieth Century Fox.
9. The director for the Action and Drama genre could be James Mangold and Ramesh Varma for the Thriller movies.

10. The actors could be Mammooty or Mohanlal. As RSVP wants to woo its local viewers for which the best Indian actor could be Vijay Sethupathi as he has 8.42 ratings as per the total votes.
11. The best Indian actress who rolled in Hindi cinemas could be either Tapsee Pannu or Divya Dutta
12. The top 3 actresses could be Parvathy Thiruvothu, Susan Brown, and Amanda Lawrence as they produced most of the Super Hit movies.