

RSVP Case Study – Executive Summary

- Over the 3 years, count of movies have reduced, year **2017 with highest 3052** and year **2019 with lowest number of movies 2001**, with **March month** being the highest number of movies **824**.
- Total **13 different Genre** movies were produced over the years, but **Drama** being the most popular genre among these with **4285 with average duration of 106.77**, RSVP should focus on making movie in Drama.
- Two top production House **Dream Warrior Pictures & National Theatre Live** are based on movie count for which avg rating is more than 8.
- **Marvel Studios, Twentieth Century Fox & Warner Bros.** are top 3 production houses based on total number of votes for their movies.
- However, **Star Cinema** and **Twentieth Century Fox** have produced more movies with avg rating more than 8 in multilingual, so RSVP should consider these two-production houses for their upcoming movie.
- **James Mangold** being the top director with highest avg rating for **top 3 genre** movies, should be considered for next project.
- **Mammootty & Mohanlal** are top rated actors with median rating more than 8 with a greater number of movies.
- For selecting actor and actress, should consider **Vijay Sethupathi** and **Taapsee Pannu** respectively as these both are top rated actor and actresses based on rating and number of movies. If **drama** movie genre gets decided, then **Parvathy Thiruvothu** also can be considered as she gets more avg rating for drama genre movies.