

RSVP Case Study

EXECUTIVE SUMMARY & RECOMMENDATIONS

1. Number movies released in year 2017 were 3052, and number has gone down since then
2. Maximum number of movies released in March 824, and least in Dec 438, RSVP can release movies in Dec
3. RSVP movies can produce movies in Drama genre as is most popular with highest released count of 4285 followed by Action and Thriller
4. Most movies have rating of 7, a rating of 8 can be targeted for Super Hit Category
5. Dream Warrior Pictures produced the most hit movies followed by National theatre live, RSVP can work for a joint venture with them
6. Top directors are Josh Oreck & Joe Russo, can be part of new projects as director
7. Mammootty and Mohanlal have median rating of 8 or higher, they can be cast in and can be a major attraction for Indian audience
8. Marvel Studios, Twentieth Century Fox & Warner Bros. can be chosen as its Global Partners
9. Vijay Sethupathi is top actor for release in India with average rating of 8.42 and can be cast in new project for wider reach
10. Taapsee Pannu 7.74 & Kriti Sanon 7.05 are two top actresses, can be cast for new project and worked in multilingual movies can reach wider audience
11. Star Cinema & Twentieth Century Fox has the max number of hits in multilingual category, RSVP movies can partner up with them for wider reach and multilingual release

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