

RSVP Movies-Case Study Assignment

The executive summary is based on the IMDb Dataset given.

Insights Derived And Recommendations Given To RSVP Movies For Their Project :

- RSVP can produce movies in March as highest number of movies were produced in this month .
- Countries targeted by them can be India or USA as they produced 1818 number of movies in year 2019.
- Most movies were produced Drama,Comedy and Thriller genres.4285 movies produced in Drama genre.RSVP can make movie in drama genre.
- RSVP can partner with Dream Warrior Pictures or National Theatre Live production houses for next project as both produced most number of hit movies .
- James Mangold can be hired as director for RSVP's next project.
- Marvel studios, Twentieth century fox and Warner Bros are global production houses. So RSVP Movies can work with them.
- Mammooty is the top actor based on total number of movies followed by Mohanlal.They can attract more audiences.RSVP can cast one of them.
- Vijay Sethupathi and Taapsee Pannu are Indian actor and actress with highest average ratings so RSVP Movies may cast for its upcoming project to give a regional feel.
- Star Cinema and Twentieth Century Fox are the top two production houses in terms of number of hit multilingual movies .It will give RSVP a huge multilingual crowd base.
- Among top directors like A.L. Vijay , Andrew Jones,Steven Soderbergh etc having highest average rating can be hired by RSVP Movies.