

SUMMARY FOR RSVP CASE STUDY

The following insights were derived for RSVP movies after analyzing the IMBD dataset:

- 1) Most of the movies were produced in the month of March, followed by September and then finally October.
- 2) Drama is the most popular genre followed by thriller and comedy. A total of 4285 movies were produced in the Drama genre with average duration of 106.7 minutes .
- 3) RSVP movies can make movie in drama genre for future films. Thriller and Comedy can also be considered as they are among the top three genre.
- 4) Dream Warrior Pictures and National Theatre Live have both produced the most number of hit movies.
- 5) Mammootty is the top actor, followed by Mohanlal. One of these actors can be cast in the next film. This will attract more audience towards the theatre.
- 6) James Mangold is the top director in the top three genre with highest number of superhit movies . RSVP can appoint him to direct there next film.
- 7) Marvel Studios, Twentieth-century Fox, and Warner Bros are the top three popular production houses that have produced maximum number of superhit movies available in multiple languages. Their movies are meant for global audience. If RSVP Movies is able to get one of these as a global partner then it will reach greater height of success.
- 8) Vijay Sethupathi has the highest average rating among all the Indian actors and Taapsee Pannu among the actresses. RSVP can cast them in their upcoming films to attract national audience.
- 9) When it comes to the number of hit multilingual movies Twentieth Century Fox and Star Cinema are the top two production houses.
- 10) In terms of drama genre and the number of superhit movies Andrew Garfield as an Actor and Parvathy Thiruvothu as an actress can be considered the best choice for Drama genre.