

# RSVP CASE STUDY



RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience but for their next project, they are planning to release a movie for the global audience in 2022 and wants to plan their every move analytically based on data.

Below are the suggestions for the upcoming project, inferred based on the data from the past 3 years (2017-2019) of RSVP movies.

- Drama genre has the highest number of movies produced with an average duration of about 106.77, RSVP Movies should focus on the genre 'Drama' with film duration between 90 to 120 mins.
- Majority of Super-Hit movies received an average median rating  $\geq 8$ .
- Dream Warrior Pictures and National Theatre Live are the production companies with the highest number of hit movies.
- Top 3 directors (movie ratings  $>8$ ):

	director_name	movie_count
▶	James Mangold	4
	Anthony Russo	3
	Soubin Shahir	3

- Mammootty and Mohanlal (median\_rating>8) can be hired as actors for next project. Vijay Sethupathi can also be hired based on overall number of votes.
- Marvel Studios has the highest number of votes.
- Taapsee Pannu have an actress\_avg\_ratings of 7.74 and 18061 votes making her the top actress for the language Hindi.
- Highest grossing movies in top 3 genre:

	genre	year	movie_name	worldwide_gross_income	movie_rank
►	Drama	2017	Shatamanam Bhavati	INR 530500000	1
	Drama	2017	Winner	INR 250000000	2
	Drama	2017	Thank You for Your Service	\$ 9995692	3
	Comedy	2017	The Healer	\$ 9979800	4
	Drama	2017	The Healer	\$ 9979800	4
	Thriller	2017	Gi-eok-ui bam	\$ 9968972	5
	Thriller	2018	The Villain	INR 1300000000	1
	Drama	2018	Antony & Cleopatra	\$ 998079	2
	Comedy	2018	La fuitina sbagliata	\$ 992070	3
	Drama	2018	Zaba	\$ 991	4
	Comedy	2018	Gung-hab	\$ 9899017	5
	Thriller	2019	Prescience	\$ 9956	1
	Thriller	2019	Joker	\$ 995064593	2
	Drama	2019	Joker	\$ 995064593	2
	Comedy	2019	Eaten by Lions	\$ 99276	3
	Comedy	2019	Friend Zone	\$ 9894885	4
	Drama	2019	Nur eine Frau	\$ 9884	5

- Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies.
- Top 3 actresses based on Super Hit movies:

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
►	Parvathy Thiruvothu	4974	2	8.25	1
	Susan Brown	656	2	8.94	1
	Amanda Lawrence	656	2	8.94	1

- Directors Sam Liu and Steven Soderbergh are the two top directors with highest ratings and votes combined.