

# **RSVP Movies Case Study - Executive Summary**

- ➔ **Most number of movies were released in the month of March thus releasing movie in march might not be much profitable due to strong competition.**
- ➔ **National Theatre Live & Dream Warrior Pictures production houses have produced highest hit movies with average rating greater than 8 thus RSVP Movies should partner with them.**
- ➔ **'Drama' is most popular genre so director should focus on Drama along with Action and Thriller genre can also be explored as they belong to the top three genre.**
- ➔ **James Mangold is the most popular director if we look at top 3 genre and average rating greater than 8 hence RSVP should consider James Mangold as the director for the movie project.**
- ➔ **Based on median rating, Mammooty and Mohanlal can be hired as the actor for the next project.**
- ➔ **Taapsee Pannu is the top actress among the list with maximum votes & Average rating (7.74) hence she can be cast as an actress for the movie.**
- ➔ **Vijay Sethupathi can be cast as an actor for upcoming project, Based on total votes and average rating (8.42).**
- ➔ **Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among Indian multilingual movies. So, they should be considered for their next project.**
- ➔ **Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and must be considered for a global partner.**