

Executive Summary

RSVP movies if they would decide to move to release movies for the global audience, December would be the best month to release the movie as it is noticed that it has the least amount of releases making sure that there is lesser competition. Genre to focus on would-be thriller and drama: drama has received the most amount of votes as a favorite genre and, thriller movies have the most running duration, hence either one or a combination of both will be really effective. Production Companies: Marvel Studios gets the most votes and comes 1st rank, whereas Twentieth Century Fox has given the highest hits in multilingual movies coming 2nd in rank. Twentieth Century is the best choice to go with if apart from English, German is to be used as this is the most voted language over Italian. If the multilingual approach is to be avoided, then we can directly go with Marvel Studios. Using Twentieth Century as our preferred production house will ease our decision to release the movie in Germany. Direction can be provided by either Steven Soderbergh or Jesse V. Johnson; both have the highest amount of votes and have the highest Min Rating, showing that they have a large following and have been voted less negatively. Mammooty can be opted as the actor as he has a median rating greater than 8. Indian actor, Vijay Sethupathi can also be considered here for the position of the actor.