

# **RSVP MOVIES CASE STUDY**

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## **EXECUTIVE SUMMARY:**

The data shows fewer movies released from 2017 to 2019, with the most in 2017. More movies come out in January and September. Drama is the most common genre. Thriller is also popular. Many movies (3,289) only have one genre. The USA and India made many movies in 2019, and Dream Warrior Pictures made the most movies with high ratings (above 8). Most movies have a median rating of 6 or 7. Popular movies have high average ratings, with some reaching 10. In March 2017, Drama genre had the most movies in the USA with more than 1,000 votes, followed by Comedy and Crime. The movies with ratings higher than 8 belong to genres like Drama, Horror, and Action. Between April 2018 and April 2019, 361 movies received a median rating of 8. German movies received more votes showing popularity. N James Mangold directed the most top-rated movies, followed by the Russo brothers. Mammooty and Mohanlal are the top actors with median ratings of 8 or more. Marvel Studios leads in total votes, followed by Twentieth Century Fox and Warner Bros.

## **RECOMMENDATIONS:**

Drama is the best genre followed by Comedy and Thriller. Keep the movies fixated to a single genre. USA and India have great market. Keep the max duration for Action movies and min for Horror. James Mangold can be hired as the director and can prefer Marvel studios, Twentieth Century Fox or Warner Bros as production house. Initiate collaboration with the above figures can help in making data-driven decisions for future productions to get maximum benefits.