RSVP Case Study

**Executive Summary:** –

1. The highest numbers of movies are released in the month of March (824 movies), September (809 movies), and January (804 movies). Since there are 2 months from the 1st quarter, it seems that this is the most preferred quarter for movie releases.
2. Dream Warrior Pictures and National Theatre Live have produced three hit movies. RSVP could consider to collaborate with one of them for global projects.
3. The three most successful directors are James Mangold – with 4 hits movies, Anthony Russo, and Joe Russo – with 3 hit movies each. RSVP can think of hiring any one of the three for the next film.
4. Mammootty is the most successful actor on global level with 8 hit movies. RSVP will benefit from casting him in the lead role.
5. And along with a global actor, if RSVP wants an Indian actor, then the top choice would be Vijay Sethupathi, as he has delivered 5 hit Indian movies.
6. To attract the Indian audience more, RSVP can have Indian Actress as lead in the movie. For that, Taapsee Pannu and Kriti Sanon are the best choice, because both are the top two most successful actresses.
7. Star Cinema and Twentieth Century Fox are amongst the most successful production houses in multilingual movies. Strategically, associations with these production houses can also benefit RSVP.
8. The trend indicates that one of the most famous genre is Drama and if RSVP wants the most successful actresses in that genre, then their choice should be among Parvathy Thiruvothu, Susan Brown, and Amanda Lawrence.

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