

RSVP Movies Case Study

Executive Summary

Insights and Recommendations: -

- Most movies are produced in March, closely followed by September & October.
- Drama genre had highest number of movies produced overall with 4285 Movies, followed by Comedy & Thriller.
- Drama movies released during March 2017 in the USA were most popular. RSVP Movies should focus on the 'Drama' genre, which has the average duration of 107 mins.
- Action & Horror movies have highest & lowest average duration as 113 & 93 respectively.
- Action movies have highest average & moving average duration, whereas Thrillers have highest run total duration.
- German movies get significantly high number of votes over Italian movies.
- Most movies got a median rating between 6-8 and movies with median rating 7 has the highest number.
- Mammooty & Mohanlal are top actors.
- Vijay Sethupathi & Taapsee Pannu are top Indian actors recommended to attract local audience.
- Parvathy Thiruvothu is recommended (top actress based on number of Superhits) in drama movies.
- RSVP Movies can partner with Dream Warrior Pictures or National Theatre Live (produced highest number of hit movies)
- Marvel Studios, Twentieth Century Fox & Warner Bros. are top 3 production houses based on number of votes. Star Cinema & Twentieth Century Fox produced highest number of hits among multilingual movies. RSVP Movies could partner with them for global reach & wider audience.
- James Mangold (most superhit movies) & Steven Soderbergh (highest Average movie ratings and Popularity) can be hired as director.

- *By Dhairyasheel Jadhav & Payel Ghosh*