

# Case study of RSVP movies project

## Executive Summary

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### Problem Statement

1. RSVP Movies is an Indian film production company which has produced many super-hit movies.
2. RSVP is planning to release movie for the global audience in 2022 and they want to plan their every move analytically based on the data.

### Analytic Insights

1. **Genre** – Over all, **Drama** has high response globally, **comedy** and **thriller** can also be considered.
2. **Production Company** –
  - a. **Star cinema** and **Twentieth Century Fox** has produced more number of super hit movies.
  - b. **Marvel Studios** and **Twentieth Century Fox** has high number of votes
3. **Director** –
  - a. **James Mangold** has given more number of super hit movies than others.
  - b. **A.L.Vijay** has given more number of movies.
4. **Actors** –
  - a. **Mammootty** and **Mohanlal** has given more number of super hit movies.
  - b. **Vijay Sethupathi** seems have high average rating among Indian movies.

## 5. Actress –

- a. **Tapsee Pannu** is top hindi actress with high average rating among Indian movies
- b. **Parvathy Thiruvothu** and **Susan Brown** has given more number of super hit movies in Drama genre.

# Supporting for the analytics

1. We have ranked genres based on the number of movies.

	genre	movie_count	genre_rank
►	Drama	4285	1
	Comedy	2412	2
	Thriller	1484	3
	Action	1289	4
	Horror	1208	5
	Romance	906	6
	Crime	812	7

2. The top production companies are
  - a. DREAM WARRIOR PICTURES and NATIONAL THEATRE LIVE based on movie counts

	production_company	movie_count	prod_company_rank
►	Dream Warrior Pictures	3	1
	National Theatre Live	3	1
	Lietuvos Kinostudija	2	3
	Swadharm Entertainment	2	3

- b. Based on no. of hit movies

	production_company	movie_count	prod_comp_rank
►	Star Cinema	7	1
	Twentieth Century Fox	4	2

c. Based on vote count

	production_company	vote_count	Prod_company_rank
▶	Marvel Studios	2656967	1
	Twentieth Century Fox	2411163	2
	Warner Bros.	2396057	3

3. The top three directors

	director_name	movie_count	genre
▶	James Mangold	4	Action
	Joe Russo	3	Action
	Anthony Russo	3	Action

	Director_id	Director_name	number_of_movies	avg_inter_movie_days	avg_rating	total_votes	min_rating	max_rating	total_duration
▶	nm1777967	A.L. Vijay	5	141	5.5	555	3.7	6.9	613
	nm2096009	Andrew Jones	5	153	3.2	713	2.7	3.2	432
	nm0831321	Chris Stokes	4	149	4.5	1055	4.0	4.6	352
	nm0425364	Jesse V. Johnson	4	224	4.2	129	4.2	6.5	383
	nm2691863	Justin Price	4	236	3.0	425	3.0	5.8	346
	nm6356309	Özgür Bakar	4	84	3.2	236	3.1	4.9	374
	nm0515005	Sam Liu	4	195	5.9	9929	5.8	6.7	312
	nm0814469	Sion Sono	4	248	5.4	135	5.4	6.4	502
	nm0001752	Steven Soderbergh	4	191	7.0	110979	6.2	7.0	401

4. The top two actors

	actor_name	movie_count
▶	Mammootty	8
	Mohanlal	5

5. Rank actors with movies

	actor_name	total_votes	movie_count	actor_avg_rating	actor_rank
▶	Vijay Sethupathi	23114	5	8.7	1
	Kunchacko Boban	5628	6	8.3	2
	Fahadh Faasil	13557	5	8.3	2
	Nassar	4016	5	8.0	4
	Jimmy Sheirgill	3826	6	7.9	5
	Pankaj Tripathi	40728	5	7.7	6

6. The top five actresses in Hindi movies

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
▶	Taapsee Pannu	18061	3	7.03	1
	Divya Dutta	8579	3	6.57	2
	Shraddha Kapoor	26779	3	6.30	3
	Kriti Sanon	21967	3	5.97	4
	Kriti Kharbanda	2549	3	4.33	5

7. the top 3 actresses based on number of Super Hit movies in drama genre

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
▶	Parvathy Thir	Parvathy Thiruvothu	2	8.3	1
	Susan Brown	656	2	8.9	1
	Amanda Lawrence	656	2	8.9	1