

EXECUTIVE SUMMARY OF RSVP MOVIE CASE STUDY

RSVP Movies' data analysis of **7,997 films** over three years highlights significant industry trends and opportunities.

Key Insights:

- **Declining Production:** 2019 saw a **35% drop in film production** from 2017, with the majority of movies produced in **the USA and India**.
- **Genre Dominance:** Films span **12 genres**, with **Drama leading at 54%**, followed by **Action and Comedy**.
- **Film Length Variations:** **Horror and Sci-Fi movies** tend to be the shortest, while **Drama, Action, and Romance** films have longer runtimes.
- **Reliable Rating Metrics:** **Median ratings** provide a more accurate reflection of movie quality compared to averages, which can be skewed by extreme ratings.

Recommendations:

- **Director Selection:** **James Mangold** is a consistently top-performing director and an ideal candidate, followed by **Anthony Russo and Soubin Shahir**.
- **Lead Casting:** **Mammootty and Mohanlal** have the highest number of movies rated above **8**, indicating strong audience appeal. Additional strong choices include **Vijay Sethupathi, Fahadh Faasil, and Yogi Babu**.
- **Female Lead Options:** For a **Hindi film**, **Taapsee Pannu** is the prime choice based on rankings and audience votes. **Parvathy Thiruvothu** is another strong contender for a **Pan-India Drama**. Supporting roles could include **Susan Brown, Amanda Lawrence, and Denise Gough**.
- **Production & Distribution:** Given its **global reach and multilingual expertise**, **20th Century Fox** is the best choice for production or international distribution, with **Marvel and Star Cinema** as alternatives.
- **Genre for Maximum Earnings:** **Action movies** consistently rank among the highest-grossing films worldwide, making it the most lucrative genre for RSVP Movies to pursue.

Proposed Movie Strategy:

- **Genre:** **Action** (potentially multilingual)
- **Director:** **James Mangold or Soubin Shahir**, depending on the region
- **Lead Actors:** **Mammootty / Mohanlal**, alongside **Vijay Sethupathi, Yogi Babu, etc.**
- **Lead Actress:** **Taapsee Pannu or Parvathy Thiruvothu**

By implementing these insights, RSVP Movies can strengthen its market position, maximize revenue potential, and create high-impact films that resonate globally.