

EXECUTIVE SUMMARY ON RSVP MOVIES CASE STUDY

MAJOR INSIGHTS

- Most movies were produced in March. Films released around holidays typically perform well, making this the best time to release them.
- Drama was the most popular genre, followed by comedy and thriller. RSVP movies should concentrate on this genre for its future productions.
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production houses based on the number of votes received.
- Mammooty and Mohanlal are the top-rated actors. RSVP Movies could consider hiring them for upcoming projects.
- James Mangold is the most successful director with the top three genres having the highest number of super hit movies; therefore, he should be considered.
- Vijay Sethupathi can be cast in projects that are set to be released in India.
- Based on the votes received, Tapsee Pannu can be selected as the best actress for Hindi movies released in India.
- Collaborating with Star Cinema or Twentieth Century Fox can be particularly successful, especially for multilingual movies.
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