

EXECUTIVE SUMMARY AND RECOMMENDATIONS

Problem Statement:

RSVP Movies is an Indian film production company which has produced many super-hit movies. The production company wants to plan their every move analytically based on data of the movies that have been released in the past three years.

The following insights were derived for RSVP movies after analysing the IMDB Case Study: -

1. Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
2. Major number of movies were released in the month of March, thus releasing in march might not be much profitable due to strong competition.
3. RSVP movies can focus on Drama genre for its future film. Action and thriller genres can also be explored as they belong to the top three genres. considering the 'Drama' as the key genre to focus upon, the average duration should be approximately 107 minutes.
4. Based on the number of Super Hit movies, Parvathy Thiruvothu can be considered as the actress for next Drama genre movie.
5. Based on total votes and average rating of 8.42 for movies released in India, Vijay Sethupathi can be added to the cast to woo Indian audience for the upcoming project.
6. Based on total votes and average rating of 7.74 received for Hindi movies released in India, Taapsee Pannu can be chosen as the actress
7. Based on median rating, Mammooty and/or Mohanlal can be hired as the actor for the next project
8. If RSVP is looking for Global Audience or Multilingual movies, Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. These production houses are good contenders and should be considered for their next project.
9. RSVP can opt to partner with Marvel Studios as their global partners based on highest votes received.
10. RSVP should consider hiring James Mangold as he is the top three directors in the top three genres whose movies have an average rating > 8.