

RSVP Movies Case Study

Executive Summary

The summary is based on the analysis of the IMDB dataset of movies produced in 2017, 2018, and 2019 for RSVP.

- There are 13 distinct genres present in the dataset. Most of the movies present in the dataset belong to Drama, Comedy and Thriller genres with the Drama genre alone contributing around 4285 movies. RSVP movies should make a movie of this genre.
- Dream Warrior Pictures and National Theatre Live have produced the highest number of hit movies. RSVP movies should partner with them for their upcoming movie.
- German movies (with total movie count 4695) will be profitable, having highest votes (almost 3 times) compared to Italian movies (with total movie count 1684).
- The top two production houses, Star Cinema and Twentieth Century Fox, have produced highest hits among multilingual movies. They should also be considered by RSVP movies.
- The top director among the top three genres with highest hit movies is James Mangold. RSVP movies should take him in consideration for their next project.
- Actor Vijay Sethupathi has the highest average rating among Indian actors and Actress Taapsee Pannu has the same among the actresses. RSVP movies should cast them to get a regional feel and impress the Indian audience.
- Highest votes have been received by Marvel movies, followed by Twentieth Century Fox and then Warner Bros. They can be considered by RSVP movies as world-wide release partner.
- Most of the movies were produced in the month of March, closely followed by September and October in any year. RSVP movies should consider that and schedule their next project accordingly.
- Overall among all the movies analyzed the top two actors with most super-hit movies are Mammooty and Mohanlal. RSVP movies should hire them for their upcoming movie.

To summarize, RSVP movies should produce a drama film with James Mangold as the director, Dream Warrior Pictures or National Theatre Live as production house, perhaps Marvel Studios assuming company want to choose box office success. Mammooty or Mohanlal as an actor, Parvathy Thiruvothu or Susan Brown as an actress, with Vijay Sethupathi and Taapsee Pannu as Indian actor and actress should be cast.