

RSVP Movie Case Study: Conclusions and Recommendations

Executive Summary

1. We see that the maximum movies were released in 2017, where the number of movies released were greater than 3,000, followed by 2018
 - (a) There is a trend of Maximum movies were released in the month of March and least number of movies releasing in December.
2. The most popular genre was 'Drama' where the average duration of each movie was about 107mins.
3. 'Thriller' genre ranks 3rd highest in terms of number of movies produced. So definitely this genre has potential to be explored. Drama, comedy and thriller genres are top 3 genres in terms of number of movies released. They are also top 3 genres based on number of Super Hit Movies.
4. In terms of rating, we have two movies with 10 rating, which are 'Kirket' and "Love in Kilnerry'.
5. Maximum number of movies are rated 7 which can be determined as a median value. Thus, having a rating above 8 for a movie would make the movie Super hit.
6. The two production houses which have the maximum movies with 8 and above rating (Super Hit Movies) are 'Dream Warrior Pictures' and 'National Theatre Live'.
7. Marianne Elliott, Anthony Russo, Joe Russo and James Mangold are among the top directors with most number of movies belonging to top 3 genres and having avg_rating more than 8. RSVP movies can hire one of these directors for their project. All the top directors have equal number of movies above avg_rating of 8. However, Marianne Elliott has highest average rating among the top Directors.
8. Based on highest number of super hit movies, the top movie actors are 'Mammootty' and 'Mohanlal' which can be a recommendation to RSVP movies to be hired
 - (a) The top actress in Hindi that can be hired is 'Tapsee Pannu'
9. The top 3 production houses that RSVP movies can consider as distribution partners globally are 'Marvel Studios', 'Twentieth Century Fox' and 'Warner Bros.'
10. Top 3 actors in India are 'Vijay Sethupathi', 'Fahadh Faasil' and 'Yogi Babu' which can easily be recommended for the film for higher ratings and audience appeal in India.

11. RSVP movies would have to choose DRAMA genre for their next project based on the insights. Top ranked actresses in Drama genre for consideration are Susan Brown, Amanda Lawrence, Denise Gough, Parvathy Thiruvothu, Sangeetha Bhat.

12. The top two production houses with the highest number of hits within the multilingual segment are 'Lietuvos Kinostudija' and 'The Archers'. Since RSVP movies is an Indian Production Company it would inevitably produce multilingual movies to have higher reach. They may study the production patterns of the top production companies with highest multilingual hits.