

# RSVP Movies

## Executive summary

### **Objective:**

This analysis aims to provide RSVP Movies with strategic insights based on past 3 years of movie release data to guide the planning and successful launch of their upcoming global release in 2022.

### **Methodology:**

This analysis is examined on the data from the IMDB of the movies released in past 3 years using SQL focusing on key factors such as - revenue trends, ratings, language distribution, genre performance, most successful directors, actors and actresses, and release patterns. Metrics such as worldwide gross income, IMDb ratings, multilingual reach, and production frequency were analysed.

### **Key Findings:**

Based on the analysis, the following findings are emerged:

- **Drama, Action, and Thriller** are the top three genres based on the analysis.
- **Top directors:** James Mangold, Joe Russo, Anthony Russo
- **Top actors:** Vijay Sethupathi and Fahadh Faasil
- **Top actresses in Hindi:** Taapsee Pannu, Kriti Sanon, and Shraddha Kapoor
- **Production Company:** Star Cinema and Twentieth Century Fox led among multilingual, high-rated films.
- **Average movie duration** across genres ranges between **90–115 minutes**.

### **Recommendations:**

- Producing a **multilingual, high-quality film** that blends action/drama can attract both domestic and international audiences.
- **Collaborate with established directors and actors** with a strong past performance in globally released movies.
- Plan the movie release **between October and December 2022** to maximize global attention.

### **Summary:**

RSVP Movies is positioned to make a successful global entry by leveraging data-driven insights. Focusing on top genres, strategic collaborations, proven talent, and multilingual production will maximize the chances of critical and commercial success.