

RSVP CASE STUDY INSIGHTS

Karishma Singh & Thimmaiah Kuttanda

Following insights are derived from RSVP case study after analyzing the IMDB dataset that can help to start the new project;

- RSVP movies should release in **March, Sept** and **Oct** as the monthly trend shows maximum movies produced in these months. However we have seen year by year the number of movies produced is declining.
- RSVP movies should produce movies in Drama and Thriller genre more. We found the movies produced in the genre **DRAMA (2692)** followed by **Thriller (1484)** contributed to more than **50%** of total movies produced (**7997**) in all Genres.
- Average duration **ACTION** (113) and **ROMANCE** (110) are the highest. RSVP movies can plan the duration of their movies based on this. The average duration of movies is only 104.
- We found Top 10 Movies based on Avg Rating max. This will give RSVP movies an idea of the kind of movies that are popular.

title	avg_rating	genre	languages	movie_rank
Love in Kilnerry	10.0	Comedy	English	1
Kirket	10.0	Drama	Hindi	2
Gini Helida Kathe	9.8	Drama	Kannada	3
Runam	9.7	Romance	Telugu	4
Fan	9.6	Drama	Kannada	5
Android Kunjappan Version 5.25	9.6	Comedy	Malayalam	6
Yeh Suhaagraat Impossible	9.5	Comedy	Hindi	7
Safe	9.5	Action	Malayalam	8
Safe	9.5	Crime	Malayalam	9
Safe	9.5	Thriller	Malayalam	10

- RSVP movies should tie up with production companies '**National Theatre Live**' & '**Dream Warrior Pictures**', since they have the most number of movies produced with Avg Rating more than 8.

- **Marvel Studios, Twentieth Century Fox** and **Warner Bros** can also be production houses to tie-up with since they have received the maximum number of votes.
- RSVP movies should decide the language of movies based on the below factors;
 - Movies that are mixed language combined with English get the highest votes. E.g English with Spanish and English with French.
 - Apart from **English, Hindi, Turkish, Spanish, French** and **Japanese** get the next highest votes respectively.
 - **German** Movies get almost double the votes compared to Italian Movies.
- RSVP movies should tie-up with the below directors who are the top 3 directors with the most movies with avg_rating > 8 in each genre.

genre	director_name	movie_count	ranking
Action	Anthony Russo	2	1
Action	James Mangold	2	2
Action	Joe Russo	2	3
Adventure	Anthony Russo	2	1
Adventure	Joe Russo	2	2
Adventure	Juliano Dornelles	1	3
Comedy	Michael Powell	1	1
Comedy	Emeric Pressburger	1	2
Comedy	Noah Baumbach	1	3
Crime	Gayatri	1	1
Crime	Pradeep Kalipurayath	1	2
Crime	Ramesh Varma	1	3
Drama	Marianne Elliott	2	1
Drama	James Mangold	2	2
Drama	Michael Powell	1	3

Family	Ginatri S. Noer	1	1
Family	Torfinn Iversen	1	2
Family	Arunas Zebriunas	1	3
Horror	Aaron K. Carter	1	1
Horror	Adesh Prasad	1	2
Horror	Anand Gandhi	1	3
Mystery	Scott A. Hamilton	1	1
Mystery	Kleber Mendonça Filho	1	2
Mystery	Juliano Dornelles	1	3
Romance	Srinivas Gundareddy	1	1
Romance	Madhu C. Narayanan	1	2
Romance	Girish A.D.	1	3
Thriller	Venkat Ramji	1	1
Thriller	Pradeep Kalipurayath	1	2
Thriller	Milos Avramovic	1	3

- RSVP movies should cast the below actors who have the most movies with Median Rating more than 8 mentioned below;

actor_name	movie_count	languages
Mammootty	8	Malayalam
Mohanlal	5	Malayalam, Tamil
Amrinder Gill	4	Punjabi
Simi Chahal	4	Punjabi
Dulquer Salmaan	4	Malayalam
Rajkummar Rao	4	Hindi