

Executive summary for the RSVP Case Study

Goal: Help RSVP reach a global audience in 2022

Data Provided: Details of Movies, genre, actors, directors, and ratings for all movies released in the past three years

The following are some of the insights that can be drawn from the Data Provided:

- The number of movies released each year has been on a downward trend (Q3) since the last three years
- Drama movies dominate the market, followed by comedy and thriller (Q6, Q9)
- Most movies analyzed had a median rating of 6-8 (Q12)
- Dream Warrior Pictures and National Theatre Live (Q13) are the best production houses to work with
- German movies in general get more votes than Italian movies (Q17)
- The top three directors in the top three genres are James Mangold, Anthony Russo, and Soubin Shahir (Q19)
- Mammooty and Mohanlal are the top actors with the highest number of movies with a median rating greater than equal to 8 (Q20)
- In terms of vote count, Marvel Studios, Twentieth Century Fox, and Warner Brothers are the best international Production houses to work with (Q21)
- Vijay Sethupathi is the actor that absolutely dominates the Indian Audiences (Q22)
- In terms of actresses, Taapsee Pannu and Kirti Sanon are the best Indian actresses for Hindi Movies (Q23)
- Star Cinema and Twentieth Century Fox are best production houses for multi-lingual movies (Q27)
- Susan Brown, Amanda Lawrence, Denise Gough are the top 3 actresses based on number of Super Hit movies in Drama Genre (Q28)
- A.L. Vijay is the best Indian Director to collaborate with (Q29)