

Executive Summary for RSVP Case study

- March month has seen highest number of Movies produced i.e., 824 movies with a yearly average of approximately 2600 movies a year.
- Drama genre has the highest number of movies (4285) produced and hence it will be advisable to choose this genre for future projects. While drama can be first choice, Action and Thriller can also be considered.
- Dream Warrior pictures have produced the greatest number of hit movies with an average rating of above 8.
- James Mangold can be hired as the director for RSVP's next project. Anthony Russo and Joe Russo can also be considered given their second-best performance.
- Mohanlal or Mammooty can be roped in as the lead actor for the project. Both have highest number of ratings.
- Internationally Marvel Studios rules the movie world. They can be chosen as the international partners for global projects. Twentieth Century Fox and Warner Bros. are second and third best option.
- Vijay Sethupathi is the top actor with highest average ratings and being popular in India helps to bring good viewership.
- Taapsee Pannu tops with average rating amongst female actresses.
- Most number of hit multilingual movies are given by Star Cinema along with 20th Century Fox.