

SUMMARY ON INSIGHTS DERIVED FROM RSVP MOVIES CASE STUDY

PROBLEM STATEMENT AND OBJECTIVE:

RSVP an Indian Film Production Company is planning to launch a film for global audience and for the venture to be a success, they want analysis to be done based on the data of films produced in the last three years.

POST-ANALYSIS RECOMMENDATIONS:

- About the data, there were **null values** in certain columns which were neglected as there was no impact.
- There were **no outliers** detected.
- The month with maximum number of films is March, but the film releases are declining each year.
- The average film length could be optimal from 105 mins to 110 mins.
- The top genres based on number of movies made are **Drama, Comedy and Thriller** whereas the top genres based on average ratings are **Drama, Action and Comedy**.
- Pan India actors to consider would be **Mamooty and Mohanlal** having most median ratings. On the regional front **Vijay Sethupathi, Fahadh Fasil, Kunchako Boban** are recommended as they top the average rating.
- Actresses with high ratings are **Taapsee Pannu and Manju Warriar**. Actress with most super hit movies are **Sangeetha Bhat, Fatmire Sahiti and Adriana Matoshi**.
- The directors to approach would be **James Mangold, Joe Russo, Anthony Russo** who are highly rated.
- Production houses to produce maximum hits are **Star Cinema, Twentieth Century Fox**
- The top global production houses based on the number of votes are **Marvel Studios, Twentieth Century Fox, Warner Bros** whereas the ones with maximum hit count are **Dream Warrior Pictures or National Theatre Live**.