

Executive Summary

The following insights were derived from the dataset provided for the RSVP movies –

1. The number of movies produced in a year has decreased over the years and most of the films are made in the month of March with an average of 2300 movies per year.
2. Drama is the most popular genre with 4285 films, followed by Comedy and Thriller. RSVP Movies can concentrate on these three genres.
3. Most of the films were graded 6–8 on a scale of 1 to 10. Aiming for an 8+ on a median rating will increase the chances of a superhit.
4. Dream Warriors Pictures and National Theatre Live are the ones with maximum number of highest-rated movies. RSVP can partner with them for their next venture.
5. James Mangold has the highest number of movies with an average rating greater than 8 followed by Anthony Russo and Soubin Shahir with 3-3 each. RSVP can get any of the three on-board for their next venture.
6. The abundance of multilingual films produced by Star Cinema and Twentieth Century Fox makes them highly viable options for distribution of the film, especially given its target audience in India.
7. Mammooty and Mohanlal are the top two actors whose movies have median ratings ≥ 8 .
8. Vijay Sethupati has great popularity in India with rating of 8.42, and he can add massive star power to RSVP's next project.
9. Taapsee Pannu has the highest average rating (7.74) and the most votes among actresses.
10. RSVP should look to pair Taapsee Pannu with stars like Vijay Sethupati or Fahadh Faasil for a Pan-India project.

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