

Executive Summary

Insights & Recommendations:

- Major number of movies were released in the month of March, thus releasing in march might not be much profitable due to strong competition.
- Based on the insights RSVP Movies should focus on the 'Drama' genre as it is the most popular and produced genre in terms of number of movies produced. Also, in terms of the average duration which was approx. 106.77 minutes.
- RSVP Movies should partner with Dream Warrior Pictures or National Theatre Live production houses as they have produced the greatest number of hit movies with average rating greater than 8.
- RSVP should produce more German movies in comparison of Italian movies as German movies gets more votes than Italian.
- The most popular director is James Mangold when we look at top 3 genres and average rating greater than 8, thus RSVP should consider James Mangold as the director for the movie project.
- Mammooty or Mohanlal could be hired as actors based on the median ratings and number of movies. As they were the top actors from the desired insights.
- Tapsee Pannu could be hired as actress for the next movie project as she was the most popular actress based on the average rating (7.74) & Total Votes.
- RSVP can opt to partner with Marvel Studios as their global partners based on highest votes received.
- RSVP should consider hiring Andrew Jones as he is the top ranked director.
- The company should explore strategic partnerships with international streaming platforms to expand the global reach of RSVP Movies.
- Collaborate with NGOs and advocacy groups to amplify the positive influence of socially conscious narratives.
- Optimize the digital platform experience for mobile users, ensuring seamless access to content across devices.