

EXECUTIVE SUMMARY

RSVP MOVIES GLOBAL PROJECT

To assist RSVP Movies in planning their global release, a comprehensive analysis of historical movie data from the past three years was performed. Key findings provide insights into successful genres, audience preferences, and production factors.

Key Insights and Recommendations:

1. **Genre Preferences:** **Drama** is the most produced genre, followed by **Comedy** and **Thriller**. Focusing on Drama or Thriller could maximize appeal globally. Movies like *The Blue Elephant 2* and *The Irishman* have received high ratings.
2. **Production Houses:** **Dream Warrior Pictures** and **National Theatre Live** have produced the most hit movies (average rating > 8). Partnering with such companies could boost success.
3. **Audience Engagement:** Well-rated movies attract more votes, indicating higher engagement. Major markets like the **USA** and **India** had the highest votes, suggesting a focus on these regions.
4. **Key Talent:**
 - **Directors:** Notable directors like **James Mangold** and **Joe Russo** have consistently directed high-rated movies. Engaging experienced directors can elevate the release.
 - **Actors:** **Mammootty** and **Mohanlal** are top actors with high ratings. Consider featuring **Vijay Sethupathi** and **Fahadh Faasil** for strong appeal.
 - **Actresses:** **Taapsee Pannu** and **Kriti Sanon** have high ratings in Hindi films. Casting such actresses can enhance marketability.

RSVP Movies should proceed with a **Drama or Thriller** film, focusing on engaging content, experienced talent, and partnering with well-established production houses to ensure a successful global release.