

## EXECUTIVE SUMMARY OF RSVP MOVIE CASE STUDY

- Data for 7997 movies across 3 years, with 2019 showing a 35% drop from 2017, with over half produced in USA or India.
- Movies belong to 12 genres, with Drama accounting for 54%.
- Horror and Sci-Fi movies are the shortest on average with Drama, Action, Romance on the higher side.
- Median ratings are a good indicator over average ratings due to low ratings not skewing aggregates.
- James Mangold being consistently among top directors and would be a good candidate for the proposed movie followed by Anthony Russo and Soubin Shahir.
- Mammooty and Mohanlal have the highest movies with median ratings >8. It indicates their popularity with the masses and can be considered for the lead.
- Looking at global popularity and multi-language pedigree, 20<sup>th</sup> century fox is a good choice for production and or international distribution followed by Marvel and Star Cinema.
- Vijay Sethupathi, Fahadh Faasil and Yogi Babu can be considered due to their consistent work and popularity.
- Taapsee Pannu is an ideal choice if RSVP movies is considering a Hindi movie as shown by her rankings and votes, other options could be Parvathy Thiruvothu for a Pan India Drama. The cast could include Susan Brown, Amanda Lawrence and Denise Gough.
- From the top 3 genres, and by worldwide earnings, it is clear that action movies consistently rank among the top movies in any given year, and hence should be the genre for potential earnings.

**\* Proposed movie should be an action movie, even a multilingual, with James Mangold or Soubin Shahir as director based on region, with a cast of Mammooty/Mohanlal and any of Vijay Sethupathi, Yogi Babu etc. Tapsee Pannu or Parvathy could be the actress.**