

# RSVP Movies Case Study

## Executive Summary

BY

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Data Analysis on IMDB data (RSVP movies):

1. **Movies:**

- i. We can see a clear **downward trend** in number of movies released between 2017 and 2019. Although we can see that **the highest number of movies is produced in March**.
- ii. The Duration of the movie can be around 100 to 130 mins.
- iii. Movie name can start with "The".

2. **Genres:**

- I. Among different genres, '**Drama**' is **quite famous** among these years with an average duration of 106.77 mins.
- II. The **genre recommended can be "Drama", "Comedy", and "Thriller"** as they are the top 3 genres.

3. **Director:**

- I. **James Mangold** can be hired being among the top 3 directors among top 3 genre.
- II. **A.L. Vijay**, one of the top 9 directors, is highly recommended for his work.

4. **Production House:**

- I. ***Dream Warrior Pictures and National Theatre Live production house has produced the greatest number of hit movies (average rating > 8).***
- II. ***Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits (median rating >= 8) among multilingual movies.***
- III. ***As per RSVP plans to partner with other global production houses; **Marvel Studios, Twentieth Century Fox, and Star Cinema are the best choice.*****

5. **Actor & Actress:**

- I. ***Mammootty and/or Mohanlal can be hired as the actors as they are top two actors with median rating >= 8.***
- II. ***As RSVP also wants to woo its local Indian audience, they can cast **Vijay Sethupathi and Taapsee Pannu** being the top Actor and Actress.***

***Thank You***