

Executive Summary – RSVP Movies Case Study:

- More than half of movies in the year 2019 were released in India and the US.
- The months of March, September, October, and January have had more releases (>800)
- The count of releases during the period of April-July, show a downward trend. December has had the least number of releases. Hence, RSVP can release their movies during this time, to reduce competition.
- Drama, Comedy and Thriller movies are the top three genres.
- Since the number of thrillers produced is almost a half of Dramas, RSVP can focus on Thrillers or comedies (which number to almost a quarter of Drama movies), to reduce the competition.
- Dream Warrior Pictures (Ranked 1st), or National Theatre Live (Ranked 2nd), or both could be their next project's production company. "Marvel Studios", "Twentieth Century Fox", or "Warner Bros" can be considered as global partners.
- Recommended directors are James Mangold, since he got the most number of movies with better average rating, or Antony/Joe Russo.
- Based on the median rating, Mammooty (Ranked 1st) or Mohanlal (Ranked 2nd) can be hired as the Actor for their next project.
- Based on the total votes received and average rating, Taapsee Pannu (Ranked 1st) or Kriti Sanon (Ranked 2nd), can be chosen as the actress for their next project.
- For additional actors, Vijay Sethupathi and Fahaad Faasil can be considered, based on total votes. For a diverse feel, Vijay Sethupathi can be hired. Fahaad Faasil can be also roped in, for a more regional feel.