

RSVP MOVIE CASE STUDY

EXECUTIVE SUMMARY & RECOMMENDATIONS

This executive summary is based on analysis of IMDb data-set of movies produced in 2017, 2018 & 2019.

- Most number of movies were released in year '2017'.
- Most number of movies were released in month of March.
- A total of '4285' movies were produced in 'Drama' genre.
Therefore, RSVP Movie should focus on 'Drama' genre for their next project.
- 'Dream Warrior Project' & 'National Theatre Live' both are ranked as top production house, so RSVP Movie can try to partner with one of them for their next project.
- 'James Mangold' is ranked as a top director (based on higher average rating), so RSVP Movie can hire him for their next project.
- Based on the median rating, 'Mammootty' (Ranked 1st) or 'Mohanlal' (Ranked 2nd) can be hired as the actor for their next project.
- As a global partner, 'Marvel Studios', 'Twentieth Century Fox' or 'Warner Bros.' are the most popular production houses. It will make a huge impact if RSVP Movie is able to get one of those as a global partner.
- 'Vijay Sethupathi'(Actor) and 'Taapsee Pannu'(Actresses) has the highest average rating in India, so RSVP might want to cast them to get regional feel.
- 'Star Cinema' & 'Twentieth Century Fox' are top two production houses based on number of multilingual hits, so if RSVP want to make a multilingual movie, they can partner with one of them to reach wider audience.