

EXECUTIVE SUMMARY FOR RSVP PROJECT

The analysis of RSVP Movies' dataset reveals several key insights pivotal for strategic decision-making. Drama was one genre which they produced a lot on the overall in these 3 years and according to the overall average rating as well it shows that the community was loving the drama movies. Notably, if Drama was topped the chart in case of number of movies produced and people liking it on the basis of average rating then they should focus more on producing Drama based movies.

Moreover actors like Vijay Sethupati, Pankaj Tripathi, Rajkumar Rao, etc. were the actors which were in demand in the Indian Market so they should focus more on approaching these actors for their movies which can help them gain good amount of audience

Moreover it was seen that movies which were released in the month of March were giving a higher success rate so they should focus on releasing their movies in March for more success rate.

In conclusion, RSVP Movies should focus on producing high-quality content in popular genres like drama, thriller, comedy collaborate with successful production houses and talent, invest in talent acquisition, and incorporate audience feedback to stay competitive and cater to diverse audience preferences.