

# RSVP Movies Case Study



## CAST:

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# Executive Summary - Insights and Recommendations

- ❖ Over time, there has been a decline in the number of movies produced. Most of the movies were produced in the month of **March**.
- ❖ **Target Countries:**
  - There were around **1059 movies** produced in **USA and India (combined)** in the year **2019**. RSVP movies can target releasing their next project in these countries.
- ❖ **Genres:**
  - **Drama (4285)** followed by **Comedy (2412)** and **Thriller (1484)** are the top three genres with highest number of movies. RSVP movies can consider one of these genres as their next project.
- ❖ **Production Houses:**
  - **Drama Warrior Pictures'** and **'National Theatre Live'** production houses are in the top three in terms of producing the greatest number of hit movies.
  - **'Marvel Studios', 'Twentieth Century Fox'** and **'Warner Bros'** are the top three global production houses based on highest number of votes received for their movies.
  - **'Star Cinema'** and **'Twentieth Century Fox'** have produced the highest number of hits among multilingual movies.
  - RSVP movies can consider one of these production houses for their next project.
- ❖ **Directors and Cast:**
  - **'James Mangold', 'Joe Russo'** and **'Anthony Russo'** are the top three directors in the top three genres having directed a greater number of movies with an average rating greater than 8.
  - **'Mammootty'** and **'Mohanlal'** are the top two actors whose movies have a median rating greater than or equal to 8.
  - Top actor is **'Vijay Sethupathi'** and top actress is **'Taapsee Pannu'** in terms of total votes received and average rating of their movies in India.
  - RSVP movies can pick one of these top directors and cast for their next project.



*THE END*