

RSVP Movies Case Study- Analysis Summary

1. Since drama is the most popular genre, RSVP movies can focus on making a movie in drama genre for their future film. They can consider average duration of 106.77 minutes for their next film. Also, they can explore Comedy and Thriller genres as they belong to top 3 genre based on number of movies produced.
2. Marvel Studios, Twentieth Century Fox and Warner Bros are top three production houses based on the number of votes received by their movies and one of them can be considered for a global partner. Dream Warrior Pictures and Nation Theatre Live are the top production houses based on most no of hit movies based on average rating and can also be considered.
3. Since RSVP movies is looking to make a multi lingual move, Star Cinema and Twentieth Century Fox are top two production houses which produced highest number of hits among multi lingual movies and can be considered for a partner.
4. James Mangold, Anthony Russo & Joe Russo are top directors based on number of hit movies made in top 3 genres. One of them can be considered as a director for the next project of RSVP movies.
5. Mammooty or Mohanlal can be considered as an actor as they are top actors based on median rating received by their movies. Vijay Sethupathi or Fahad Fasil can also be hired as an actor as they are top actors based on average rating with at least five number movies.
6. Based on the number of Super Hit movies, one of Parvathy Thiruvothu, Susan Brown, Amanda Lawrence or Denise Gough can be considered as the actress in Drama genre. Tapsee Pannu also is a contender with top average rating in Hindi movies.