RSVP MOVIES CASE STUDY

Problem Statement:

RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience but for their next project, they are planning to release a movie for the global audience in 2022.

The production company wants to plan their every move analytically based on data and hence the data set given has to be analyzed.

Objective:

To Analyse the data set and draw meaningful insights that can help RSVP Movies start their new project.

Insights and Recommendations:

1. The highest number of movies is produced in the month of March and the least in December.
2. Drama and Comedy genres are in the top 2 followed by Thriller.
3. Drama genre has the highest number of movies produced overall with a movie count of 4285 in a year, So RSVP Movies should focus on the 'Drama' genre.
4. In Drama genre the movie "The Brighton Miracle" has the highest Average and Median rating.
5. Usually, Action movies have the most duration of 112.88 minutes and Horror movies has the least duration of 92.72 minutes.
6. The Minimum and Maximum values of Average rating and Median rating is 1.0 and 10.0 respectively and Total votes is varying between 100 and 725138.
7. The movie 'Kirket' and 'Love in Kilnerry' is ranked as 1st with an average rating of 10.0
8. "Dream Warrior Pictures" and "National Theatre Live" has produced most number of hit movies, so RSVP Movies can partner with them for its next project.
9. The top 2 the top two production houses that have produced the highest number of hits among multilingual movies are Star Cinema and Twentieth Century Fox, so RSVP can partner with them for multilingual movies.
10. James Mangold can be hired as the director for RSVP's next project as he is the Top director and has given most hit movies.

11. Mammootty and Mohanlal are the top two actors based on the median rating, hence they can be considered for the choice of actors.
12. Marvel Studios is ranked as ranked as No.1 with vote count of over 2.6 million followed by Twentieth Century Fox and Warner Bros.
13. Based on number of votes and average rating Vijay Sethupathi is the top actor with total votes of 23114 and average rating of 8.42
14. Based on number of votes and average rating Taapsee Pannu is the top actress with total votes of 18061 and average rating of 7.74
15. Parvathy Thiruvothu, Susan Brown and Amanda Lawrence are the top 3 actresses based on number of Super Hit movies (average rating >8) in Drama genre, they can be considered as a choice for movies in Drama genre.

Thank You

Submitted by,

RajKumar B & Hanumanth A