

# RSVP Movies Case Study

## Insights & Recommendations

1. **Movie Release Timing:** A significant number of movies were released in March (824), indicating high competition during this period. To maximise profitability, RSVP Movies might want to avoid releases in March and opt for less competitive months like December or July which has the less competition compared with other months.
2. **Genre Focus:** The 'Drama' genre stands out as the most popular and most produced category. RSVP Movies should prioritise producing and releasing drama films, as they tend to resonate well with audiences.
3. **Optimal Movie Duration:** For movies in the 'Drama' genre, the average successful duration is approximately 107 minutes. RSVP Movies should aim for this duration when creating films in this genre to align with viewer preferences.
4. **Strategic Partnerships:** Collaborating with production houses like Dream Warrior Pictures or National Theatre Live could be beneficial, as they have consistently produced hit movies with average ratings above 8.
5. **Director Choice:** James Mangold has emerged as the most popular director, particularly in the top three genres with ratings above 8. RSVP Movies should consider working with him on upcoming projects.
6. **Actor Selection:** Based on median ratings and the number of movies, Mammootty or Mohanlal would be strong candidates for lead roles in upcoming productions, as they have demonstrated consistent success.
7. **Actress Selection:** Tapsee Pannu, with an average rating of 7.74 and strong total votes, is the top-performing actress and should be considered for RSVP's next project.
8. **Global Partnerships:** Marvel Studios, receiving the highest number of votes, would be an ideal global partner for RSVP Movies to expand its reach and appeal.
9. **Top Director Hire:** Andrew Jones ranks as the top director, and RSVP should consider hiring him for upcoming movie projects to capitalise on his success.
10. **Multilingual Films:** For multilingual productions, RSVP Movies could collaborate with Star Cinema and Twentieth Century Fox, as they are leading production houses in this space.