

## EXECUTIVE SUMMARY

RSVP Movies is an Indian film production company which has produced many super-hit movies for the Indian audience. But for their next project, they are planning to release a movie for the global audience in 2022. So, after analyzing the dataset, here are some useful insights that RSVP can work on to have a successful global launch.

- RSVP Movies should focus on 'Drama' genre for their next project, as this genre has highest number of movies produced overall.
- The future project could have an average duration of 107 mins.
- RSVP movies should partner with Dream Warrior Pictures or National Theatre Live to be their next project's production company.
- James Mangold can be hired as the director for their next Project.
- Based on the median rating, Mammooty or Mohanlal can be hired as the Actor.
- Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress.
- As RSVP movies is based out of Mumbai, so to give a regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
- As a global partner, Marvel Studios, Twentieth Century Fox or Warner Bros. which are voted top 3 production houses, can be chosen as the production houses.
- Star Cinema and Twentieth Century Fox are the top 2 production houses that have produced the highest number of hits among multilingual movies. So RSVP should partner with them if they are planning for a multilingual movie release.