

EXECUTIVE SUMMARY – RSVP MOVIES CASE STUDY
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Insights drawn from the dataset

1. This case study provides an overview of the film industry over a three-year period, highlighting key trends and insights. The study analyses various aspects, including movie release pattern, genres popularity, ratings, production companies, directors, and actors. The findings presented here aim to assist in understanding the landscape and making informed strategic choices.
2. Examining movie release patterns, it was observed that March had the highest number of movie releases, followed by September, January and October.
3. Regarding genre popularity and duration, the drama genre emerged as the most prevalent, with a duration of 106.7746 min, followed by Fantasy and thriller.
4. An analysis of movies released during this period revealed that the majority of movies, 2257 in total, had a median rating of 7.
5. Dream Warrior Pictures and National Theatre Live emerge as the production companies that produced the greatest number of hit movies. Both companies achieved an average rating greater than 8 across three films.
6. Josh Oreck, Joe Russo and Anthony Russo emerged as top three directors.
7. Mammooty leads as the top actor with 8 movies, closely followed by Mohanlal with 5 movies.
8. Vijay Sethupati claims the top position among actors with 8.42 average rating whereas Tapsee Pannu emerges as the top actress with 7.74 avg rating.
9. Star Cinema and Twentieth Century Fox are the top two production companies in terms of multilingual movies, with movie counts of 7 and 4 respectively.
10. Steven Soderbergh and Sam Liu stand as the top two directors with the highest average ratings of 6.77 and 6.32, and total votes of 171684 and 28557 respectively.