

# **EXECUTIVE SUMMARY**

## **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 have approached you for help with this new project.

## **Findings and Recommendations**

- From the data we can clearly see observe the downward trend in terms of number of movies produced by RSVP over the years.
- RSVP should focus more on “Drama” genre since it has the highest number of votes compared to other genres.
- RSVP movie can choose to partner with either Dream warriors Pictures or National Theatre Live Production house for its global release.
- James Mangold, Joe Russo, Anthony Russo are the top 3 directors and RSVP should any of the three for next project.
- Mammooty or Mohanlal can be hired as an Actor.
- Marvel Studios, Twentieth century fox and Warner Bros are top production houses in terms of votes.
- Vijay Sethupathi and Taapsee Pannu should be hired as actor and actresses respectively to promote its release in India.
- Sangeeta Bhatt is the top actress in “Drama” genre so if RSVP plan to produce a drama movie it should consider Sangeeta Bhatt.