

# RSVP Movies Case Study

## Executive Summary

After analyzing the IMDB dataset on movies produced in 2017, 2018, and 2019 we can draw some points based on the listed insights.

1. Number of movies produced per year from 2017-2019 shows a downward shift with 3052 movies in 2017 compared to 2001 movies in 2019

	Year	number_of_movies
▶	2017	3052
	2018	2944
	2019	2001

2. Highest Number of movies was released in March followed by September and January.

	month_num	number_of_movies
▶	1	804
	2	640
	3	824
	4	680
	5	625
	6	580
	7	493
	8	678
	9	809
	10	801
	11	625
	12	438

3. Number of movies produced in the USA or India in the year 2019 is 1059 which counts for more than half of the total movies produced in 2019.

	Year	number_of_movies
▶	2019	1059

4. Drama had the highest number of movies produced overall with a movie count of 4285 followed by Comedy and Thriller. RSVP movies can make a movie in Drama genre. Comedy, Thriller movies can also be considered as they belong to top 3 genres.

	genre	number_of_movies
►	Drama	4285
	Comedy	2412
	Thriller	1484
	Action	1289
	Horror	1208
	Romance	906
	Crime	813
	Adventure	591
	Mystery	555
	Sci-Fi	375
	Fantasy	342
	Family	302
	Others	100

5. Movies of genre 'Drama' (produced highest in number in 2019) has the average duration of 106.77 minutes. Hence RSVP movies future projects could have an average duration of 107 minutes.

	genre	avg_duration
►	Action	113
	Romance	110
	Drama	107
	Crime	107
	Fantasy	105
	Comedy	103
	Thriller	102
	Adventure	102
	Mystery	102
	Family	101
	Others	100
	Sci-Fi	98
	Horror	93

6. Dream Warrior Pictures and National Theatre Live have both produced the most number of super hit movies (3 Nos. each). RSVP movies approach any one of the two production houses for their next project.

	production_company	movie_count	prod_company_rank
▶	Dream Warrior Pictures	3	1
	National Theatre Live	3	1

7. James Mangold is the top director, closely followed by Soubin Shahir, Joe Russo, and Anthony Russo. Soubin Shahir, Joe Russo, and Anthony Russo are tied at the second spot. RSVP should try to appoint one of them to direct their next movie.

	director_name	movie_count
▶	James Mangold	4
	Anthony Russo	3
	Joe Russo	3
	Soubin Shahir	3

8. Mammootty is the top actor, followed by Mohanlal. Casting any one of these actors can potentially attract more Indian audiences.

	actor_name	movie_count
▶	Mammootty	8
	Mohanlal	5

9. Marvel Studios, Twentieth-century Fox, and Warner Bros are the most popular production houses. RSVP Movies will have a huge boost if they are able to get anyone of these three production houses as a global partner.

	production_company	vote_count	prod_comp_rank
▶	Marvel Studios	2656967	1
	Twentieth Century Fox	2411163	2
	Warner Bros.	2396057	3

10. Vijay Sethupathi has the highest average rating and highest number of votes among Indian actors followed by Fahad Fazil and Yogi Babu. Casting Vijay Sethupathi alone or a combination of top three in the next project can increase the chance of making the film a super hit as they attract more audience.

	actor_name	total_votes	movie_count	actor_avg_rating	actor_rank
►	Vijay Sethupathi	23114	5	8.42	1
	Fahadh Faasil	13557	5	7.99	2
	Yogi Babu	8500	11	7.83	3

11. Taapsee Pannu followed by Kriti Sanon, Divya Dutta has the highest average among the actresses. RSVP movies should try to cast these actresses to attract more audience.

	actress_name	total_votes	movie_count	actress_avg_rating	actress_rank
	Taapsee Pannu	18061	3	7.74	1
	Kriti Sanon	21967	3	7.05	2
	Divya Dutta	8579	3	6.88	3

12. Star Cinema and Twentieth Century Fox are the top two production houses among the number of hit multilingual movies. RSVP movies should partner with these two production houses as they a wider reach among the audience.

	production_company	movie_count	prod_comp_rank
►	Star Cinema	7	1
	Twentieth Century Fox	4	2

13. The top 3 actresses based on number of Super Hit movies (average rating >8) in drama genre are tied between Parvathy Thiruvothu, Susan Brown, Amanda Lawrence and Denise Gough. RSVP movies should consider any of the 3 from the four actresses for a project in Drama Genre.

	name	total_votes	movie_count	actress_avg_rating	actress_rank
►	Parvathy Thiruvothu	4974	2	8.20	1
	Susan Brown	656	2	8.95	1
	Amanda Lawrence	656	2	8.95	1
	Denise Gough	656	2	8.95	1

14. Although A.L. Vijay and Andrew Jones have directed more number of movies, Steven Soderbergh and Sam Liu have the highest average rating, maximum rating and highest total votes received. RSVP movies can try to sign either

Steven Soderbergh or Sam Liu for their upcoming project.

	director_id	director_name	number_of_movies	avg_inter_movie_days	avg_rating	total_votes	min_rating	max_rating	total_duration
	nm1777967	A.L. Vijay	5	177	5.42	1754	3.7	6.9	613
	nm2096009	Andrew Jones	5	191	3.02	1989	2.7	3.2	432
	nm0425364	Jesse V. Johnson	4	299	5.45	14778	4.2	6.5	383
	nm2691863	Justin Price	4	315	4.50	5343	3.0	5.8	346
	nm0001752	Steven Soderbergh	4	254	6.48	171684	6.2	7.0	401
	nm6356309	Özgür Bakar	4	112	3.75	1092	3.1	4.9	374
	nm0515005	Sam Liu	4	260	6.23	28557	5.8	6.7	312
	nm0814469	Sion Sono	4	331	6.03	2972	5.4	6.4	502