

RSVP Movies Case Study

Executive Summary and Recommendations

- Maximum movies were produced in the month of March with an average of about 2300 movies per year.
- There are 13 unique genres in the dataset. Drama has highest number of movies produced i.e., 4285 and the average duration of 106.77 mins. So, based on our insights, RSVP Movies should focus on the 'Drama' genre.
- Drama, Comedy and Thriller movies top the list of highest number of movies. So, James Mangold can be hired as the director for the next project.
- German movies get more votes than Italian movies.
- Since, most of the movies were rated between 6-8 on a median rating scale, so, 8+ rating will increase chances of superhit movie.
- Dream warrior Pictures and National Theatre Live had produced highest rated films. Star Cinema and Twentieth Century Fox are also good contenders due to high number of multilingual movies as the movie will be for Indian audience primarily.
- RSVP can choose a global partner from the top 3 production houses, Marvel Studios ranked first, or Twentieth Century Fox ranked second or Warner Bros. Also, it has to be noted that Star Cinema and Twentieth Century Fox are top production houses among multilingual movies.
- Mammootty and Mohanlal are the top two actors with median rating greater than equal to 8.
- Tapsee Pannu is the top actress with average rating 7.74
- Vijay Sethupathi could be hired as an additional actor for the next project based on maximum votes and the regional feel.