
EXECUTIVE SUMMARY AND RECOMMENDATIONS ON RSVP MOVIES CASE STUDY

- Highest number of movies (3052) released in **2017** and the number gradually decreased yearly. Month-wise trend shows that the highest number of movies (824) released in **March**.
- **USA** and **India** produce a huge number of movies each year. 1059 movies were produced in 2019.
- Out of 13 unique genres, '**DRAMA**' has the highest number of movies made. 4285 movies were produced in '**DRAMA**' having an average duration of 106.77 mins. It is expected that approximate duration of future '**DRAMA**' movies can be 107mins.
- '**Dream Warrior Pictures**' and '**National Theatre Live**' have produced the highest number of hit movies, whereas, '**Star Cinema**' and '**Twentieth Century Fox**' are the top two production houses among multilingual movies. Partnering with them can help the movies reach a dynamic set of audience.
- '**Marvel Studios**', '**Twentieth Century Fox**' and '**Warner Bros.**' are the top three production houses based on the number of votes received by their movies. RSVP can partner with one of them to reach global audience.
- '**James Mangold**' is the top director having maximum movies (4) in the top three genres. He can be hired as the director for RSVP's next project.
- '**Mammootty**' and '**Mohanlal**' are the top two actors with 8 and 5 movies respectively, having median rating ≥ 8 . They can be casted in the upcoming RSVP projects.
- In India, '**Vijay Sethupathi**' and '**Taapsee Pannu**' are among the top five actors and actresses with weighted average rating of 8.42 and 7.74 respectively. Casting them in the next project might attract more Indian audience.