

Executive Summary for RSVP Movies Case Study

Based on the insights, here are the recommendations for RSVP Movies:

Genre Strategy:

While 'Drama' has been the genre with the highest number of movies produced, consider exploring other genres as well to cater to diverse audience preferences. 'Thriller' genre has shown promising results in terms of movie count, so it could be worth focusing on this genre while maintaining a balanced portfolio across various genres.

Duration Optimization:

Movies of the 'Action' genre have the highest average duration, while 'Horror' genre movies have the lowest. Strive for an optimal movie duration that captures the attention of the global audience without feeling too long or too short.

Collaboration with Successful Production Houses:

Consider collaborating with successful production houses such as 'Dream Warrior Pictures' and 'National Theatre Live', which have a proven track record of producing hit movies. This collaboration can help increase the chances of success for the new project.

Director and Actor Selection:

Director 'James Mangold' who have consistently delivered movies with high average ratings. Similarly, focus on actors like 'Mammootty', 'Mohanlal', 'Vijay Sethupathi', and 'Taapsee Pannu', who have performed well in terms of median ratings or average ratings in their movies. Their involvement can enhance the credibility and appeal of the new project.

Production House Reputation:

'Marvel Studios', 'Twentieth Century Fox', and 'Warner Bros. ' have received a significant number of votes for their movies. Collaborating with reputed production houses can help increase the visibility and marketability of the new project.