

## **RSVP MOVIE CASE STUDY EXECUTIVE SUMMARY**

Below are the inferences made based on analysis performed on provided dataset:

- ◆ **Release date:** Maximum no. of movies is released in month of March, September, October. Suggestion to RSVP movies is to plan movie release during annual leaves for maximum viewership.
- ◆ **Genre and Duration:** Drama was the most popular genre with 4285 number of movies and an avg duration of 106.7746. RSVP movies can focus on this genre for its future films. Action and Thriller genres also hold potential.
- ◆ **Production company:** Dream warrior Pictures and National Theatre Live had produced highest rated films. Marvel Studios(1st) Twentieth Century Fox(2nd) & Warner Bros.(3rd) can be chosen as its Global Partners as number of votes received is maximum of their movies.
- ◆ **Director:** 'James Mangold', 'Soubin Shahir' & 'Joe Russo' are top 3 directors observed. RSVP can have its future projects with them.
- ◆ **Actor:** Top Indian actor is Vijay Sethupathi. He has very high vote count and highest average rating. Therefore, Vijay Sethupathi can be hired as the actor for next projects.
- ◆ **Actress:** Top Indian Actress is Taapsee Pannu. Though she does not top in vote count, she has highest average rating. Based on average rating of 7.74 received for Hindi movies released in India Taapsee Pannu can be chosen as the actress for their next projects