

Executive Summary

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RSVP Movies is looking to launch a movie for the global audience in 2022. We need to plan every move analytically, based on data.

The Analysis:

The United States is among the biggest film industries in the world and have catered to the global audience since many years. We will analyze, compare and derive insights from movies released in the USA and the audience's response to arrive at some conclusion.

What genre should we pick?

Drama, Comedy and Thriller were the top three genres when it came to the total number of movies produced overall. The highest number of movies were produced in March. On further analysis of the movies produced in the month of March, 2017; I found that the Drama genre was still leading the other genres when it came to number of movies produced that had more than 1,000 votes. This could indicate that the Drama genre also has a strong fanbase who are proactive at providing feedback.

Who should direct the movie?

James Mangold is the top director with the greatest number of movies in the top three genres - Drama, Action, Thriller

Which Production House?

Marvel Studios, Twentieth Century Fox and Warner Bros are the top 3 based on the number of votes received by the movies they have produced.

Who should be the actors?

Mamooty and Mohanlal are the top 2 actors whose movies have a median rating ≥ 8

Who should be the actresses?

Denise Gough is the top actress based on number of Super Hit movies (average rating >8) in drama genre