

## ***SUMMARY AND RECOMMENDATIONS FOR RSVP CASE STUDY (IMDb)***

An analysis on the RSVP case study database leads us to the following insights:

1. The genre 'DRAMA' has a total of about 1078 movies that were produced in 2019. Hence, it makes sense to use the genre of 'DRAMA' in the next project.
2. The average time duration can be of 106.77, approximately, 107 minutes.
3. 'Dream Warrior Pictures' and/or 'National Theatre Live' can be their production house based on the movie count.
4. Based on a higher average rating, 'James Mangold' can be hired as a director.
5. Mammooty or Mohanlal can be hired as actor based on the number of movies with median rating greater than or equal to 8.
6. Based on average rating, Taapsee Pannu can be hired as the actress.
7. 'Marvel Studios', 'Twentieth Century Fox', 'Warner Bros.' are among the top production houses and can be chosen as a Global partner.
8. Vijay Sethupathi can be chosen among his peers to attract local audiences and for a regional feel based on average rating and total votes.
9. Multilingual movies also help attract local audience. Hence it makes sense to choose Star Cinema and/or Twentieth Century Fox as production house/ since they have produced the highest number of hits among multilingual movies.