

Executive Summary

The data analysis of RSVP Movies' film database over the past three years reveals several strategic insights to guide the company's global release in 2022.

Genre Insights:

Drama (4,285 movies) dominates production volume, followed by Comedy and Thriller. However, Action movies have the **longest average duration (112.88 mins)** and are commonly found among top-rated films, suggesting a strong global appeal.

Release Trends:

Most films were released between **March and October**, peaking in March and September. A majority of films were released in **2017**, showing growth in the number of titles leading up to 2019.

Rating Patterns:

Movies with **median ratings of 6 and 7** form the bulk of the distribution, while only a few movies achieved the perfect rating of 10. The **top 10 highest-rated films** include titles like *Kirket* and *Love in Kilnerry*, rated 10.0.

Top Contributors:

- **Production House:** *Marvel Studios* tops in vote count, indicating strong audience engagement.
- **Actors:** *Mammootty* and *Mohanlal* lead in films with median rating ≥ 8 .
- **Directors:** *James Mangold* and the *Russo brothers* rank high in directing hit films (avg rating > 8).
- **Actresses in Hindi films:** *Taapsee Pannu* leads based on average rating.

Recommendations:

To ensure a successful global launch, RSVP Movies should focus on producing **Drama-Action hybrid** films with **renowned actors and directors**, especially those who've consistently performed well in highly-rated films. Emphasis on **March–October releases**, longer duration formats, and **high audience engagement** genres will further increase success probability.