

RSVP Movie Case Study

Executive Summary

It is recommended that RSVP movies focuses on the genre Drama as it is the genre that has the most number of movies with an average rating over 8.0. This is followed by Action and Comedy. Partner with either Dream Warrior Pictures or National Theatre Live as these two have produced the most number of hit movies with an average rating of more than 8.

Top two actors with median rating in excess of 8 are Mammootty and Mohanlal while the top two actresses are Simi Chahal and Manju Warriar.

A.L.Vijay has directed the most number of movies with the highest weighted rating and it is recommended that RSVP movies hires him. Among directors who have directed at least three movies, Ksshitij Chaudhary emerges as the top director with the highest weighted average rating.

If RSVP Movies is planning to produce a multilingual movie, then the preference is to partner with Star Cinema or Twentieth Century Fox.