

RSVP Movies Case Study

Executive Summary

The summary is based on the analysis of the IMDB data set which has information on 2017, 2018, and 2019 released movies.

- 2017 has the highest number of movies released compared to the other two years and most numbers of movies were released in March closely followed by September.
- There are 1059 movies released in India or USA in the year 2019.
- Out of 13 different genres, most movies were produced in the Drama genre, followed by comedy and thriller movies.
- Action movies have the longest duration of movies out of all.
- Kirkeet and Love in Kilnerry have the highest average rating of 10
- Most of the movies received a median rating of 7.
- Dream Warrior Pictures and National Theatre Live are the top production companies that have the highest number of movies with an average rating greater than 8.
- James Mangold is the top director who has the highest number of movies in the top three genres with an average rating greater than 8, followed by Joe Russo and Anthony Russo. RSVP can appoint one of them for their next movie.
- Mammooty has the highest number of movies with a median rating greater than 8, followed by Mohanlal. RSVP can consider one of them for their next project to target the local audience
- Marvel Studios, Twentieth Century Fox, and Warner Bros are the top three production companies that have produced movies with the highest votes. RSVP should try to make a project in partnership with one of the production companies.
- Vijay Sethupathi is the top actor based on actor average rating. RSVP should consider casting him in one of their projects to attract the regional audience.

- Taapsee Pannu, Kriti Sanon, Divya Dutta, Shraddha Kapoor, and Kriti Kharbanda are the top five Hindi actresses based on their average ratings. RSVP should consider casting one of them in their next projects.
- Star Wars, Avengers: Infinity War, and Avengers Endgame have the highest worldwide gross income in the years 2017, 2018, and 2019 respectively. All three belong to the action genre. RSVP can plan to make an action movie when planning to reach out to a global audience.
- Star Cinema and Twentieth Century Fox are the production companies with the highest number of multilingual movies with a median rating greater than 8. RSVP can partner with one of them which will help to reach a wider audience.
- Among the directors who have the highest number of movies, A.L. Vijay and Andrew Jones are on the top, but Steven Soderbergh and Sam Liu are the most popular ones based on average rating and the total number of votes for their movies. RVSP can plan to hire one of them for any of their global projects.