

# RSVP Movies Executive Summary

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# Segment 1

## Insights:

- 6421 movies of multiple genres and 3289 movies of unique genres
- Highest number of movies are produced in March
- USA and India combined produces more than 1000 movies per year
- Top 3 genres are Drama, Comedy and Thriller



# Segment 2

## Insights:

- Dream Warrior Pictures and National Theatre Live have the highest number of Superhit movies
- Movies that start with 'The' have got a average rating of more than 8
- German movies get more votes than italian movies



# Segment 3

## Insights:

- Top directors in the top 3 genres is James Mangold
- Top 2 actors based on the median rating, are Mammooty followed by Mohanlal
- Top 3 production houses worldwide are Marvel Studios, 20th Century Fox and Warner Bros
- For movies released in India top actor is Vijay Sethupathi and actress is Taapsee Pannu
- Drama has the highest number of Superhit and Hit movies compared to Thriller



# Segment 4

## Insights:

- Drama has the highest number of top grossing movies
- In multilingual movies, Star Cinema and Twentieth Century Fox are the top-2 production houses
- Top actress in Drama Genre with Superhit movies is Parvathy Thiruvothu
- Based on number of movies directed and ratings top director is Steven Soderbergh



# Recommendation

- RSVP Movies should focus on Drama Genre with an average movie duration of 107 mins
- Global Production House choices: Marvel Studios, 20th Century Fox, Warner Bros, Dream Warrior Pictures, National Theatre Live
- Movie name to start with 'The', highest probability of being rated more than 8
- Primary Actor choices: Mammooty, Mohanlal, Vijay Sethupathi for regional feeling
- Primary Actress choices: Taapsee Pannu, Parvathy Thiruvothu for regional feeling
- Director choice: James Mangold

