

SUMMARY OF RSVP MOVIE CASE STUDY

According to the case study following are the insights derived:

1. Most number of movies are released in the month of March.
2. The most popular genre is Drama with 4285 movies produced. RSVP can focus on Drama genre for their future movies.
3. Apart from Drama RSVP can also focus on Comedy and Thriller genres as they are in the top 3 with respect to number of movies produced.
4. For global production RSVP can think of collaborating with 'Dream warrior pictures' or 'National theatre live' as these production houses produced most number of movies having average rating greater than 8.
5. Star Cinema and Twentieth Century fox are the top two production houses that have produced the highest number of hits among multilingual movies.
6. RSVP can consider James Mangold, Anthony Russo and Soubin Shahir as they are the top directors in the top three genres whose movies have an average rating greater than 8.
7. RSVP movies can consider Mammooty and Mohanlal as actors in their next movies as these are the top 2 actors having most number of movies with a median rating greater than 8.
8. The collaboration with Marvel Studios, Twentieth Century Fox or Warner Bros. will be helpful for RSVP as they are the top three production houses based on the number of votes received by their movies.
9. Parvathy Thiruvothu, Susan Brown and Amanda Lawrence top the list of actresses having most number of Super hit movies.