

# RSVP MOVIES – CASE STUDY

## Important Insights

The number of movies produced over the years, that is, from 2017-2019 shows a downward trend. Most of the movies were produced during the month of March and fewer movies were produced in December.

- The dataset contains 13 unique genres and nearly 3289 movies belong to only one genre.
- Most of the movies were produced in the genre Drama, comedy, and thriller. Totally 4285 movies were produced in the genre “Drama” with an average duration of 106.77.
- The action movies have the highest average duration of 112.88. The genre "Thriller" is in the third rank in terms of number of movies. It counts to nearly 1484 movies.
- Mammooty is the top most actors based on median rating and following him is actor Mohanlal.

## Recommendations for RSVP

- Dream Warrior Pictures and National Theatre Live have both produced the most number of hit movies. RSVP movies can try to contact these production houses for their upcoming projects.
- The top most directors in the top three genres are James Mangold followed by Soubin Shahir, Joe Russo and Anthony Russo. James Mangold has directed nearly 4 movies. RSVP should contact any one of these directors for their next project.
- Marvel Studios, Twentieth-century Fox, and Warner Bros are the top most production houses based on total votes received. RSVP can gain a huge success if they partner with the top most production house Marvel Studios.
- Actor Vijay Sethupathi has the highest average rating (8.42) and is the top actor in India and in actresses Taapsee Pannu has the highest average rating of 7.74 and is the top most actresses in Hindi movies. The RSVP can hire them to give a regional feel.
- Star Cinema and Twentieth Century Fox are the top two production houses in terms of the number of hit multilingual movies. By hiring these production houses RSVP movies can reach the global audiences.
- Steven Soderbergh and Sam Liu have the highest average rating and they also have the highest number of votes. RSVP can choose these directors.
- RSVP can consider making a movie with the 'Drama' genre as it has lot of crowd pulling factors with some mixture of action and horror