

EXECUTIVE SUMMARY

RSVP MOVIES



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SUMMARY AND RECOMMENDATIONS

Around 53.8% of the total movies produced in 2019 were in the Drama genre

Around 52.4% of the total movies produced in 2018 were again in the Drama genre

Recommendation: Observing the above data the RSVP productions should focus on Drama-based movies for their upcoming movie production with an average duration of 106.77 min

Recommendation: A majority of movies produced are published in March followed by September, January; hence, the RSVP products should follow the trend of their movie release months

Recommendation: The movie can be produced in multilingual mode; English, French, German, Japanese, Spanish, Chinese, Italian languages based on the total number of votes

SUMMARY AND RECOMMENDATIONS

From the data, James Mangold, Soubin Shahir, and Joe Russo are the top 3 directors who have an average rating of 8 and above

Recommendation: James Mangold could be the preferred director followed by Soubin and Joe

Recommendation: Mammooty and Mohanlal are the top 2 actors with a median rating of 8 and above; hence either both or any of them can be preferred as actor(s)

Recommendation: Marvel Studios, Twentieth Century Fox, and Warner Bros. are the top 3 production houses the RSVP company can think of partnering with

SUMMARY AND RECOMMENDATIONS

From the data, Taapsee Pannu, Nayanthara and Manju Warriar are the top 3 actresses

Recommendation: Taapsee Pannu could be the preferred actress followed by Nayanthara and Manju Warriar by the RSVP company for their next movie

Recommendation: Sangeetha Bhat, and Fatmire Sahiti are the top 2 multi-lingual actresses who have previously acted in the Drama genre. The RSVP can also keep them on the radar for their next movie

THANK YOU