

PROBLEM INTRODUCTION:

RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience but for their next project, they are planning to release a movie for the global audience in 2022.

The production company wants to plan their every move analytically based on data and have approached you for help with this new project. You have been provided with the data of the movies that have been released in the past three years. You have to analyse the data set and draw meaningful insights that can help them start their new project.

ANALYSIS & INSIGHTS

1. The highest number of movies, which is 824, were released in March. Hence, releasing a movie in March won't be very profitable due to the competition in the market.
2. If RSVP movies are planning to release a movie with Drama genre as it is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. If Drama is not a fit choice, then they can opt for Action or Thriller which belong to top 3 as well.
3. RSVP Movies can partner with Dream Warrior Pictures or National Theatre Live production houses as they have produced the most number of hit movies with average rating greater than 8 among all the other production companies.
4. The most popular director is James Mangold when we look at top 3 genres and average rating greater than 8, thus RSVP should consider James Mangold as the director for their next movie project. He has the highest number of superhit movies.
5. Star Cinema and Twentieth Century Fox are the top two production houses that have produced the highest number of hits among multilingual movies. If the movie is meant for a global audience, these production houses are good options and should be considered for their next project. If RSVP want to create a multilingual then these 2 will be the best options to choose from.
6. Mammooty or Mohanlal could be hired as actors based on the median ratings and number of movies produced.
7. The top 3 actresses based on number of super hit movies: Parvathy Thiruvothu, Susan Brown and Amanda Lawrence. So, RSVP movie can choose Parvathy Thiruvothu as she is a the top or they can choose either Susan Brown or Amanda Lawrence as they are also good contenders.
8. RSVP should consider hiring Andrew Jones as he is the top ranked director.
9. RSVP can opt to partner with Marvel Studios as their global partners based on highest votes received.