

Summary Report

This Analysis was done for RSVP Production Company. The Company wants to plan their every move analytically based on data provided. The basic data provided gave a lot of information about the entertainment industry.

Business Insights and recommendation to RSVP production company :

1. The highest number of movies are produced in the month of March. Since the USA and India produced about 1059 movies in 2019 and the movie genre that was produced most was Drama .based on the insight we just drew, RSVP Movies should focus on the
2. Production companies can hire actors and filler actors from the movies who has the highest average rating this would give confidence to the RSVP of better performing in the theatre. Whereas RSVP can work with Dream Warrior Pictures or National Theatre production house on its next project.Drama' genre.
3. The director is the most important person in a movie crew and having the best director for the project increases the profit and movie ratings. Based on the calculation the top 3 directors I would to RSVP to work are James Mangold and Russo Brothers Anthony and Joe.
4. Since RSVP is looking to partner with International production house based on a calculation I would recommend RSVP to work with marvel and Twentieth Century Fox.
5. Since RSVP Movies is based out of Mumbai, India and it also wants to woo its local audience. RSVP Movies should hire Vijay Sethupathi as a lead actor and Taapse Panu as a leading actress in its next upcoming project to give a regional feel.