
EXECUTIVE SUMMARY AND RECOMMENDATIONS

RSVP Movies has mostly released movies for the Indian audience. They are planning to release a movie for the global audience in 2022.

Based on dataset, below are insights and recommendations that could help them to do well for global audience:

GENRES:

- ✓ "Drama" has overall highest count (4285) of produced movies by RSVP, followed by "Comedy" and "Thriller".
- ✓ RSVP movies can produce another movie of "Drama" genre for global audience, for high success rate.

PRODUCTION HOUSES:

- ✓ "Dream Warrior Pictures" or "National Theatre Live" are the production houses with highest number of hit movies. Either of these can produce the movie for global audience.
- ✓ "Marvel Studios", "Twentieth Century Fox", and "Warner Bros." are top voted production houses and can be considered for global partnership.
- ✓ "Star Cinemas" and "Twentieth Century Fox" have produced highest number of multilingual hits. So, for global audience, these can also be considered.

DIRECTORS:

- ✓ "James Mangold" is ranked as top director based on average rating, and can be considered for the next project.

ACTOR/ ACTRESS:

- ✓ "Mammootty"(1st) or "Mohanlal"(2nd) can be taken as actors for the global project as they are rated highest, based on median rating.
- ✓ "Vijay Sethupati" and "Tapsee Pannu" can be considered for additional role, based on their highest average rating in India, for regional feel.
- ✓ If producing movie in Drama genre (as suggested), "Parvathy Thiruvothu" can also be considered as actress as she has given most Superhit movies in this genre.