

# RSVP Movies Case Study

## Executive Summary

*This executive summary is based on an analysis of the IMDB dataset of movies produced in 2017, 2018, and 2019.*

- 1. Most movies were produced in the month of March, followed by September and October.**
- 2. Most movies were produced in Drama, comedy and thriller genres. 4285 movies were produced in the Drama genre, making it a viable option for RSVP movies.**
- 3. Dream Warrior Pictures and National Theatre Live produced the most hit movies. RSVP movies can partner with either production house for their next project.**
- 4. James Mangold is the top director, followed closely by Anthony Russo and Soubin Shahir. RSVP should consider appointing one of them to direct their next movie.**
- 5. Mammooty is the top actor, with Mohanlal following closely. Casting either of them in the next film can potentially attract more Indian audiences.**
- 6. Marvel Studios, Twentieth-century Fox, and Warner Bros are highly popular production houses. Securing a partnership with any of them would greatly contribute to RSVP Movies' success on a global scale.**
- 7. RSVP may consider casting Vijay Sethupathi or Taapsee Pannu as they have the highest average ratings among Indian actors and actresses.**
- 8. Partnering up with Star Cinema and Twentieth Century Fox for a wider audience reach, as they excel in producing hit multilingual movies.**
- 9. The popular and highly-rated directors are Steven Soderbergh and Sam Liu, who have directed the most movies in this duration. RSVP movies can try to secure these directors.**