Global Expansion: Analytical Insights for RSVP Movies

EXECUTIVE SUMMARY

**The Problem**

RSVP Movies aims to Change from producing Indian-centric films to creating globally successful movies by 2023. This Need to analysing three years' important of movie

data to inform strategic decisions.

**The Solution**

In 2019, the drama genre had the highest number of movies released.

India and the USA collectively produced almost 1000 movies together in the year 2019.

The average duration of action movies is greater compared to other genre.

The top 5 movies with the highest average rating are: Kirket, Love in Kilnerry, Gini Helida Kathe, Runam, Fan.

The top two actors with the highest ratings are: Mammootty, Mohanlal

The top three directors, according to the analysis, are: Josh Orek, Joe Russo, Anthony Russo.

The top three production houses based on the number of votes are: Marvel Studios, Twentieth Century Fox, Warner Bros.

**Keys to Success**

Identify genres with the highest number of movies and highest worldwide gross income.

Prioritize movies, actors, and directors with the maximum number of ratings and votes.

Determine the top three production houses based on the number of votes received by the movies they have produced.

**Financial Highlights**

Evaluate income and profit margins of successful global movies.

Assess return on investment for different genres and production approaches.