

# **EXECUTIVE SUMMARY FOR RSVP MOVIES CASE STUDY**

## **INSIGHTS:**

March was the peak month for movie releases, but December had fewer films. Also, we have seen negative trend in movie release year on year.

Drama was the most popular genre with 4285 films, followed by comedy and thriller. Action movies had the longest runtime and horror movies had the shortest.

The top three genres by number of films are drama, comedy, and thriller, and the top-rated directors in these genres are James Mangold, Joe Russo, and Anthony Russo.

Vijay Sethupathi and Taapsee Pannu were the highest rated actors in India.

The top 10 films had an average rating of over 9.4.

Marvel Studios, Twentieth Century Fox and Warner Bros. were the most well-known production companies worldwide. RSVP Movies should try to partner with one of them for global success.

The highest grossing movies worldwide by year were The Fate of the Furious in 2017, Bohemian Rhapsody in 2018 and Avengers: Endgame in 2019.

Star Cinema and Twentieth Century Fox produced the most multilingual films.

A.L. Vijay, Andrew Jones and Steven Soderbergh directed the most movies worldwide.

## **RECOMMENDATIONS:**

RSVP Pictures can concentrate on making movies in the United States and India, as they produced a large number of movies in 2019.

They can collaborate with successful production companies like Dream Warrior Films or National Theatre Live.

For the director's position, James Mangold could be a good choice as he has directed many successful films.

To attract Indian viewers, RSVP can collaborate with top actors Mammooty or Mohanlal.