

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, closely followed by September and October.
2. Most movies were produced in Drama, comedy, and thriller genres. A total of 4285 movies were produced in the Drama genre. RSVP movies can make a movie in this genre.
3. Dream Warrior Pictures and National Theatre Live have both produced the most number of hit movies. RSVP movies can try to partner with one of these production houses for their next project.
4. James Mangold is the top director, closely followed by Soubin Shahir, Joe Russo, and Anthony Russo. RSVP should try to appoint one of them to direct their next movie.
5. Mammooty is the top actor, followed by Mohanlal. One of these actors can be cast in the next film. This move can potentially attract more Indian audiences.
6. Marvel Studios, Twentieth-century Fox, and Warner Bros are the most popular production houses. It will be a huge success if RSVP Movies is able to get one of these as a global partner.
7. Vijay Sethupathi has the highest average rating among Indian actors and Taapsee Pannu among the actresses. RSVP movies might want to cast this actor to get a regional feel.
8. Star Cinema and Twentieth Century Fox are the top two production houses in terms of the number of hit multilingual movies. Partnering up with these production companies can help the new movie reach a wider audience.
9. Among the directors who have directed the most number of movies in this duration, Steven Soderbergh and Sam Liu are the most popular and have the highest average rating. RSVP movies can try to secure these directors.