

RSVP MOVIES Case study - Executive Summary

For the data-driven approach taken by RSVP Movies towards its next release, useful inferences can be drawn by looking at movies released in the past three years.

Since their next venture is global, they should consider making a film that belongs to either the drama, comedy or thriller genre or all of the three as they were the top three genres among movies created in the last three years.

Movies belonging to the thriller genre had the least average duration among the top three genres, followed by comedy and drama, respectively. Outside the top three genres, action had the highest average duration among films, followed by romantic, while horror had the least preceded by Sci-Fi.

James Mangold should be the preferred choice as director of this project. If unavailable, the best options would be Anthony Russo and Soubin Shahir as per their success with recent releases.

While considering the cast of the film, if those of Indian origin are preferred then Vijay Sethupathi and Taapsee Pannu should be the preferred options. If the origin of the cast is not a concern, then Mammooty and Mohanlal are great candidates for actors. At the same time, Sangeetha Bhat should be the preferred actress irrespective of the genre due to her recent success and ratings.

Since the next project is international, RSVP movies should watch out for competition from Star Cinema and Twentieth Century Fox as they seem to be the biggest players in multilingual movies.