

RSVP Movies – Executive Summary (Global Release Planning)

Dataset Scope: IMDb-style data for ~2017–2019 covering movies, genres, people, ratings, and companies.

Key insights

- **Genres:** Action, Drama, and Comedy dominate output volume; Thriller ranks high but below these leaders. Drama delivers
- **Ratings:** Super-hits ($\text{avg_rating} > 8$) cluster within Drama/Thriller; the share of high-median titles ($\text{median_rating} \geq 8$) rose
- **Markets:** Substantial 2019 production volume stemmed from USA/India. Hindi-language, India-released titles produce several
- **Talent:** A small set of directors/actors concentrates success—top directors show strong average ratings and steady output
- **Companies:** A handful of production houses lead in hit counts and accumulate the most votes; among multilingual hits, two

Recommendations

- 1) **Genre focus:** Prioritize Drama and Thriller for a global-first title; pair with Action elements to improve reach.
- 2) **Talent strategy:** Shortlist directors with proven average ratings and reliable cadence; cast from the top weighted-average
- 3) **Company partnerships:** Co-produce with the highest-vote, high-hit production houses; leverage their distribution muscle.
- 4) **Release window:** Aim for months demonstrating higher historical release density to exploit audience habit; avoid cannibalizing
- 5) **KPI tracking:** Optimize towards weighted rating ($\text{votes} \times \text{rating}$), not rating alone; set targets for 25k votes to signal global.

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