

Summary

One of the top production companies in India, RSVP Movies, intends to reach viewers around the world. Three years' worth of movie data have been thoroughly examined, revealing important insights and suggestions for their next project:

Insights:

- March was the month with the most output, and 2017 saw the most film releases.
- Drama is the most popular genre with 4,285 films, followed by comedy and thriller, both of which are popular around the world.
- Films with a median rating of seven are the most popular, suggesting that viewers choose outstanding levels of entertainment.
- Marvel Studios has received the most votes, demonstrating its popularity throughout the world. With an average rating of 8.42, Vijay Sethupathi is the most popular actor in India.
- German and Italian-language films garnered a lot of votes, highlighting the importance of linguistic diversity

Recommendations:

- Investments to be made in drama and thriller genres which have a large following and appeal on an international level.
- For optimal reach and profitability, time the release dates in line with March trends.
- For quality control, teaming up with well-known filmmakers and high-achieving production companies like Marvel Studios would be better.
- Using languages like German and Italian in the film production will reach a wider audience.
- Aiming for runtimes between 100 and 110 minutes would be optimal, that coincides to the averages of successful genres.
- RSVP Movies could create a data-driven plan to captivate international viewers by utilizing these insights, guaranteeing both critical and economic success.