

RSVP Movies – Case Study Summary

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Summary

Post analysing the IMDb dataset we can draw some points based on the listed insights:

- The highest number of movies were produced in the month of March with an average of about 2300 movies per year. Closely followed by September and October.
- RSVP movies should focus on Drama, Comedy, and thriller genres. Drama is the most popular genre with 4285 number of movies and average duration of 106.77 minutes. A total of 1078 drama movies were produced in 2019.
- Dream Warrior Pictures or National Theatre Live production companies have produced the highest number of hit movies among all production companies.
- RSVP movies can try to partner with one of these production houses for their next project.
- The top director in the top three genres with highest number of superhit movies is James Mangold. He can be hired as the director for the next project.
- Based on median rating, Mammooty or Mohanlal can be hired as the actor for the next film. This movie can potentially attract more Indian audiences.

- As a global partner, Marvel Studios, Twentieth Century Fox or Warner Bros. Can be chosen as the number of votes received is comparatively higher than other production houses.
- Based on the total votes and also for the regional feel, Vijay Sethupathi can be hired as the additional actor for their next project.
- Based on the total votes received and average rating, Taapsee Pannu can be chosen as the actress for their next movie.