

# RSVP MOVIES CASE STUDY

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## ANALYSIS OBJECTIVE

Extract insights for the next global super hit movie of RSVP from historical data.

## DERIVED INSIGHTS

### DATE OF RELEASE

1. Number of movie by each year has decreased during 2017 - 2019 (from 3052 to 2001)
2. The highest number of movies is produced in March (824 movies).

### GENRE AND RATING

3. Drama genre has 4285 movies, the highest number of movies produced.
4. Comedy and Thriller genres are second and third in terms of number of movies (2412 and 1484, respectively).
5. Movies with a median rating of 7 is highest in number (2257). A movie should have a rating at least 8 to be considered super hit.

### DIRECTOR AND CASTING

6. James Mango is the top director in term of having the most movies with average ratings  $> 8$  in the top 3 genres and can be considered for the next project.
7. Mammootty and Mohanlal are the top 2 actors whose movies' median rating  $\geq 8$ .
8. Vijay Sethupathi and Taapsee Pannu are the top Indian actor and actress, respectively. They can be considered for the main roles and supporting roles.

### PRODUCTION COMPANY

9. Top 3 production companies based on the number of votes are Marvel Studio, Twentieth Century Fox and Warner Bros.
10. Top 2 production companies that have produced the highest number of hits among multilingual movies are Star Cinema and Twentieth Century Fox. A partnership with Twentieth Century Fox should be considered for their expertise in global multilingual movies.

