

# RSVP MOVIE CASE STUDY

## Executive Summary & Recommendations

Following insights were derived from the IMDB case study

1. Downward trend in no of movies released year wise. In the month of March, maximum movie were released.
2. Genre category 'Drama' has the highest number of movies = 4285 having 1078 movies in the year 2019 itself. With an average duration of 106.77 min (fourth Highest).
3. RSVP can consider its future projects on Drama or comedy movie. As they are at the top of the Genre list.
4. While considering the best production houses with highest hit movies: Dream Warrior pitchers and National Theatre Live should be considered.
5. James Mangold is the top most director in the top 3 genres, so considering him for the movies will be beneficial.
6. Marvel Studios, Twentieth Century Fox, Warner Bros are the top three production houses on the global level.
7. Mammootty & Mohanlal are the top two actors which have highest ratings across India, thus can be considered for the next movies.
8. Based on the highest rating by the public Actor Vijay Sethupathi can be considered as the actor for the next project as he is popular among public.
9. Based on the total votes and average rating, Tapsee Pannu can be considered as the actress for the next project.
10. In terms of worldwide income generated, fast & the furious has topped on all charts.
11. Star cinemas and Twentieth Century fox are the top two production houses which have produced movies in different languages.