

RSVP CASE STUDY INSIGHTS

- 1) Out of all, Drama was the most popular genre with approx 5k movies. RSVP movies can focus on this genre for its next project. Comedy, Action and Thriller also hold potential.
- 2) Vijay Sethupathi & Taapsee Pannu are the top Indian actor and actress who have highest ratings and votes. They can be hired to woo its Indian audience.
Furthermore:
 - Mammooty, Mohanlal are the top actors who have worked on most number of movies which have the median rating more than 8.
 - Parvathy Thiruvothu, Susan Brown, Amanda Lawrence are the actresses who have worked on the most number of movies which were Super hits particularly in Drama genre.
- 3) RSVP can partner with one of the below global production houses. They have most number of votes for their movies. So, these houses can help them in attracting the audience globally:
 - Marvel Studios
 - Twentieth Century FoxAlso, below are top 2 Production houses which has given most number of hits in last 3 years, and have produced multilingual(which is an important piece for this project) movies:
 - Star Cinema
 - Twentieth Century Fox'Dream Warrior Pictures' and 'National Theatre Live' are the production houses with maximum number of hit movies. So, 'Twentieth Century Fox' seems to be the best option to go with as it has both the votes and hits.
- 4) Below are few suggestions for Directors based on most number of movies they directed, or their movies' average/maximum rating, or total votes etc.:
 - Andrew Jones
 - A.L. VijayAnd, James Mangold is the leading director in the top three genres with an average rating exceeding 8.