

Case Study – RSVP Movies

Batch – DSC 41

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Executive Summary

The IMDB data set throws some interesting insights which have been mentioned as data-backed recommendations that can aid RSVP movies to narrow down on parameters such as the released month, genre, directors, actors/actresses to woo different sets of global audience as below:

1. Our ranking analysis shows that 'Drama' took the top spot it comes to genre, and a significant 4,285 number of movies belong to 'Drama' genre with average duration of ~107 minutes (1.47 hours). Following the lead were movies in 'Action' and 'Thriller' genre. The production house can focus on these genres for their first project.
2. Where the number of movies released each year show a downward trend, we see majority of movies being released in March.
3. When it comes to directors, the production house can hire top directors such as James Mangold, Anthony Russo, and Soubin Shahir.
4. RSVP movies can tie up with top three production houses with highest votes such as Marvel Studios, Twentieth Century Fox, and Warner Bros. to tap into the pool of already existing global audience of these companies.
5. Our analysis shows that South movies stars Mammooty and Mohanlal have the highest movies with median rating 8 or higher, which is also apparent from the global fame garnered by the southern movies in recent years. Apart from these, Vijay Sethupathi, is also a good choice based on the average ratings.
6. In case of actress, Taapsee Pannu can be roped into based on the average ratings, whereas for movies specific to 'Drama' genre, Parvathy Thiruvothu is a suitable choice.