

## Executive Summary-RSVP Movies Case Study (DSC47)

### INSIGHT BASED ON ANALYSIS:

- Even though highest No of Movies were produced in the month of March, however we have major business in the month of Jan, Sep and Oct too.
- Drama, Comedy and Thriller are the top 3 genre which had the highest number of movies in 3 years, so movie genre can be one among them.
- Dream Warrior Pictures and National Theatre Live are the top production house with highest number of hit movies and *Marvel Studios*, *Twentieth Century Fox*, *Star Cinemas* and *Warner Bros* are on the top; based on the number of votes, so better to check and plan the release dates not to clash with these prod. Houses markets.
- James Mangold, Soubin Shair, Joe Russo and Anthony Russo are the top most directors based on average rating, however *Steven Soderbergh* and *Sam Liu* are the top 2 directors with the highest total no of votes & Andrew Jones and A.L. Vijay are on top with no. of movies. So, better to consult these directors for the movie.
- While comparing by median/ average rating, total votes and superhit movies, it is better to include any of these following actors /actresses in the projects: *Mammooty*, Mohanlal, Vijay Sethupathi, Kunchacko boban, Fahadh Faasil, Taapsee Pannu, Sangeetha Bhat

- ❖ These are the suggestions for RSVP production house better to be followed to produce a successful outcome for their debut global project.