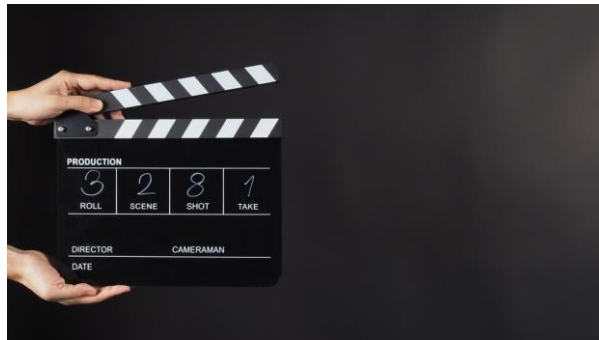


RSVP CASE STUDY



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Objective: Executive summary for the RSVP production for the Global launch with Imdb dataset.

Trends:

- Decline in the movie production during 2019 and December month
- March has highest numbers on the movie production.
- USA produced more movies compared to India in 2019.

Insights:

- Kirket, Love in KilnerryGini, Helida Kathe,Runam,Fan are the top movies on the average ratings.
- Movie duration is between 93 to 113. 103 is the moving average.
- The Fate of the Furious, Bohemian Rhapsody, Avengers: Endgame are the highest grossing movies for the year 2017,2018,2019 respectively.

Genre to focus:

- Drama, Comedy and Thriller genre should be the preference

Production company to collaborate:

- Dream Warrior Pictures and National Theatre Live are with the greatest number of hits.
- Marvel Studios, Twentieth Century Fox, Warner Bros are popular on the votes.
- Star Cinema, Twentieth Century Fox top production company on multilingual movies.

Director's onboarding:

- James Mangold, Russo brothers based on the average ratings.

Actors onboarding:

- Mammootty and Mohanlal should be first choice on the median ratings for the global audience.
- Vijay Sethupathi, Fahad Faasil will attract the Indian Audience on their average ratings.

Actress onboarding:

- Taapsee Pannu is the Actress to look for from Bollywood industry
- Susan Brown, Amanda Lawrence, Denise Gough should be in the mix for the drama genre.