

1. The top countries above India in terms of total gross income across all the years of total gross income across all the years i.e. 2017, 2018, 2019 were USA followed by China, Hong Kong, UK, Canada, Japan. France and Australia. There has been huge difference in the earnings between all the countries. For instance, total earnings of all the movies released in Japan is \$1,16,460.39 million, it is followed by France where the total earnings of the released movies in the country were \$47,099.42 million. However, all the countries have earned the most in 2017 through movie business, followed by year 2018 and 2019.
2. There has been no major difference in revenue trends in year-to-year growth quarterly and moving average quarterly. However there has been particular peaks and troughs throughout many quarters of all three year in terms of sum of worldwide gross income. In other words, the sum of worldwide gross income didn't have gradual or exponential growth. The time when it had a highest peak was in year 2017 quarter 2 (\$0.44 trillion) and the lowest peak was in year 2019 quarter 2 (<\$0.10 trillion).
3. The total income (sum of worldwide total gross income) of all the movies has been calculated and from outside India, the USA has contributed total 47.82% of total revenue of the movies released all across the world in 2017, 2018 and 2019 in movie business industry followed by China (14.46%) and Hong Kong(7.25%). For RSVP (Ronnie Screwvala Productions), USA could be the best country to produce and release films along with American film industry as USA has generated the highest revenue among all three years in all genres.
4. The highest grossing genre of all the movies released between these three years are Action (\$0.64T) followed by Adventure(\$0.57T), Drama(\$0.29T), Fantasy(\$0.26T), Comedy(\$0.20T), Sci-Fi(\$0.14T), Thriller(\$0.14T), Crime (\$0.07T), Mystery(\$0.06T), Family(\$0.05T), Horror(\$0.04T), Romance(\$0.03T) and others(<\$0.01T). RSVP movies can get profit by producing action, adventure, drama, fantasy, comedy, science fiction and thriller movies. Coming to region, maximum number of countries have action and adventure genre movies as highest grossing movies in these 3 years.
5. The overall distribution of genres for movies released in year 2017, 2018 and 2019 are as follows :- the maximum number of movies made are in Drama genre with 32.33% followed by Comedy (14.19%), Action(9.66%), Thriller(8.65%), Crime(6.32%), Horror(6.11%), Romance(5.35%), Adventure(5.26%), Mystery(4.67%), Fantasy(2.85%), Science Fiction(2.35%), Family(2.85%) and Others(0.54%).
6. The table visualization is not giving the exact answer of top actors, actress and directors as more than 5000 movies have been released globally in these three years which has average rating of more than 7. Even with some effects, it is difficult to find the exact answer for example, Mohanlal is one of the possible top actors but still it is difficult to know the top actor as there are many actors with

high average ratings and everyone has worked in different genre. This table is useful to see details like name, date of birth of artist, known for movies, etc.

7. The total revenue generated globally for movies released in the past three years is \$2.51 trillion.
8. The production company has generated the highest revenue globally is Warner Bros. and its total revenue was \$487.53 billion.
9. The top actor, actress and directors based on average rating of movies they have worked vary by year, country and genre. The results will vary if seen through one country and particular genre within that country. However overall, the top actor is Armand Assante, top actress is Aakansha Singh, top director is Simerjit Singh.

*By year: -*

*2017*

- Top Actor: - Armand Assante
- Top Actress: - Samantha Ruth Prabhu
- Top Director: - Haneef Adeni

*2018*

- Top Actor: - Gippy Grewal
- Top Actress: - Leila Hatami
- Top Director: - Simerjit Singh

*2019*

- Top Actor: - Jimmy Shergil
- Top Actress: - Aakanksha Singh
- Top Director: - Özgür Bakar

*By countries above India: -*

*USA*

- Top Actor: - Christian Bale
- Top Actress: - Charlotte Le Bon
- Top Director: - Terry George

*China*

- Top Actor: - Chris Pratt
- Top Actress: - Gal Gadot
- Top Director: - Patty Jenkins

### *Hong Kong*

- Top Actor: - Jean-Claude Van Damme
- Top Actress: - Claudia Bassols
- Top Director: - Patty Jenkins

### *UK*

- Top Actor: - Amrinder Gill
- Top Actress: - Simi Chahal
- Top Director: - Glen Kirby

### *Canada*

- Top Actor: - Kevin Tracy
- Top Actress: - Sandrine Bisson
- Top Director: - Marc-André Lavoie

### *Japan*

- Top Actor: - Makoto Furukawa
- Top Actress: - Yui Horie
- Top Director: - Tatsuma Minamikawa

### *France*

- Top Actor: - Bachi Valishvili
- Top Actress: - Ana Javakishvili
- Top Director: - Bahij Hojeij

### *Australia*

- Top Actor: - Andy Hazel
- Top Actress: - Kathrine Langford
- Top Director: - Shannon Alexander

*By top genre (top genre is calculated on high grossing income among all three years, however top creators are based on high average rating of the movies they have worked): -*

### *Action*

- Top Actor: - Gippy Grewal
- Top Actress: - Aakanksha Singh
- Top Director: - Simerjit Singh

#### *Adventure*

- Top Actor: - Christian Bale
- Top Actress: - Leila Hatami
- Top Director: - Terry George

#### *Drama*

- Top Actor: - Armand Assante
- Top Actress: - Aakanksha Singh
- Top Director: - Simerjit Singh

#### *Fantasy*

- Top Actor: - Armand Assante
- Top Actress: - Raluca Aprodu
- Top Director: - Dragos Buliga

#### *Comedy*

- Top Actor: - Amit Sadh
- Top Actress: - Aparajita Adhya
- Top Director: - Joydip Mukherjee

#### *Science Fiction*

- Top Actor: - Shine Tom Chacko
- Top Actress: - Syra Shehroz
- Top Director: - Ajay Devaloka

#### *Thriller*

- Top Actor: - Mammooty
- Top Actress: - Shraddha Srinath
- Top Director: - Joydip Mukherjee

10. The top production companies outside India based on highest average rating in all these three years and among only three genres (comedy, drama and family) are Runaway Productions (USA) followed by Crossing Bridges Films (Albania), Archway Pictures (USA), Eastpool Films (Australia), BR Productions and Riding High Pictures (UK), Loaded Dice Films (USA), Allfilm (Estonia) and Lost Legends (Georgia).

## Conclusion

The data analysis conducted for RSVP Movies' global release strategy provides a comprehensive understanding of the movie industry's trends, helping the company prepare for a successful global debut in 2025. By utilizing Power BI's advanced analytics, this project has uncovered critical insights into revenue, genres, audience preferences, and key players in the film industry.

Key findings include:

### 1. Revenue and Geographic Insights:

- The USA dominates as the highest revenue-generating country, contributing nearly 48% of global movie revenue from 2017 to 2019. Countries like China, Hong Kong, and the UK also demonstrate strong market potential.
- Revenue trends show notable peaks, with the highest earnings observed in Q2 of 2017, highlighting the cyclical nature of movie releases. Such insights will help RSVP Movies plan optimal release timelines.

### 2. Genre Analysis:

- Action, Adventure, and Drama emerged as the top revenue-generating genres, while Drama remains the most widely produced. This dual insight helps RSVP identify genres with both mass appeal and financial viability.
- Regionally, the popularity of Action and Adventure genres across most countries reinforces their universal appeal.

### 3. Key Talent and Production Houses:

- Actors such as Armand Assante and Aakanksha Singh, and directors like Simerjit Singh, have consistently delivered highly rated movies, making them valuable collaborators for future projects.
- Warner Bros. leads in revenue generation globally, while Runaway Productions (USA) ranks highest in average movie ratings, providing RSVP with benchmarks for production quality and success.

### 4. Dynamic Tools for Decision-Making:

- The interactive dashboards created in this project allow RSVP to explore revenue, ratings, and performance trends across years, genres, and countries. The slicer-enabled visualizations empower dynamic analysis tailored to specific business needs.

### 5. Global Strategy Recommendations:

- Collaborating with high-performing production companies and engaging top-rated talent will enhance the chances of a successful global release.
- A focus on countries with significant market potential, such as the USA and China, combined with genres like Action and Adventure, can maximize audience engagement and revenue.

This project underscores the importance of data-driven strategies in the entertainment industry. By leveraging these insights, RSVP Movies is well-equipped to make informed decisions that will resonate with a global audience and ensure their first international release becomes a milestone achievement.

With a solid foundation of analytics and visualization, RSVP Movies is poised to take the next step toward global cinematic success.