

RSVP Movies Case Study - Executive Summary

Here is what we suggest to RSVP Movies basis the problem statement:

1. The movie should be released in **March** as that is when most movies are released with about 824 movies.
2. **Drama** is the most popular genre as there have been 4285 movies released in this genre and the average duration is 106.77 for this genre.
3. The best director is **James Mangold**, as he has the most number of movies in the top 3 genres where the average rating was more than 8. **Anthony Russo** and **Joe Russo** are other alternatives.
4. **Mammoorthy** and **Mohanlal** can be casted as actors as well since they have a median rating of 8 and have acted in atleast 5 movies
5. **Vijay Sethupathi** can also be casted as an actor as he has a high average rating of 8.42 and has acted in 5 movies. This will woo the Indian audience for the global film.
6. **Taapsee Pannu** can be the lead actress in the movie as she has a high rating of 7.74. Another alternative is **Parvathy Thiruvothu** as she has the most number of hit movies in drama genre (2).
7. **Twentieth Century Fox** has produced 4 multilingual movies and they have also received the 2nd highest number of votes (2411163) hence they are a better option for a production house to tie up with. Another alternative would be **Star Cinema** as they have produced the most number of multilingual hit movies (7).
8. **National Theatre Live** and **Dream Warrior Pictures** have produced the most number of hit films. They can also be partnered with.