RSVP Movies' Global Project

Key Insights:

1. **Release Trends:**
   - Movie releases declined from 2017 (3052 movies) to 2019 (2001 movies).
   - Peak release months are March, September, January, and October.

2. **Genre Popularity and Performance:**
   - Drama is the most popular genre (4285 movies), followed by Thriller.
   - Action movies average the longest duration (112 minutes), Horror the shortest (92 minutes).

3. **Audience Ratings:**
   - Median ratings are around 7, indicating above-average perception.
   - Movies with median ratings of 8 are rare, making up 12.92% of releases in 2019.

4. **Top Performers:**
   - Marvel Studios, Twentieth Century Fox, and Warner Bros. lead in audience votes.
   - Directors: James Mangold, Joe Russo, and Anthony Russo have movies rated above 8.
   - Vijay Sethupati and Tapsee Panu are top-rated actors in India.

5. **Highest-Grossing Film:**
   - "Avengers: Endgame" grossed $27 billion in 2019.

Recommendations:

1. **Genre Selection:**
   - Produce a Drama or Thriller film, aligning the film duration with successful genre averages (100-110 minutes).

2. **Release Timing:**
   - Plan global releases in peak months like March or September to maximize audience reach.

3. **Casting Choices:**
   - Hire directors like James Mangold, known for successful high-rating films.
   - Cast Vijay Sethupati and Tapsee Panu for regional appeal in India.

4. **Audience Engagement:**
   - Target American and Indian markets simultaneously due to high production numbers (1059 movies).

5. **Production Quality:**
   - Collaborate with renowned studios like Marvel for better success rates.

6. **Data-Driven Marketing:**
   - Use data insights to tailor marketing, focusing on popular genres, actors, and release timings to attract a global audience.