

# RSVP Movies Case Study

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## Inferences

- This data set consists various details on approximately 8000 movies released around the globe.
- RSVP Movies should target to release its next movies considering the following factors
  - **Region**
    - Most of the world's movies are released in the USA or India
    - RSVP movies should target these regions for its next movie
  - **Genre**
    - The most popular genres of movies are Drama, Comedy and Thriller, which also have very high gross incomes
    - RSVP can consider producing its next movie in the above genres
  - **Duration**
    - RSVP can decide on the duration of the movie using the average duration of movies available in the dataset
  - **Director**
    - RSVP Movies should target to on-board directors like James Mangold, Anthony Russo or Joe Russo for its next movie
  - **Actor**
    - Actors like Mammooty, Vijay Sethupathi or Fahadh Faasil can be cast for the next movie based on their successes in their work
  - **Actress**
    - Taapsee Pannu, Kriti Sanon or Susan Brown could be hired for the lead actress role in the next movie
- **Learning from other production houses**
  - For movie quality, RSVP movies should try to emulate the success of the movies produced by Dream Warrior Pictures and National Theatre Live for their ratings.
  - For marketing, RSVP Movies should try to learn from Marvel Studios, Twentieth Century Fox or Warner Bros.
  - In case the next movie is multilingual, lessons should be learnt from movies from Star Cinema or Twentieth Century Fox