

RSVP CASE STUDY

Summary:

After thoroughly cleaning and examining the movies data from the past three years (2017-2019), the following are the insights gained for analysis.

1. The highest number of movies were released in the month of March.
2. Among the genres, Drama was the most popular and the least popular being others.
3. Upon calculating the average duration of each genre, horror movies had the least duration and Action movies were with maximum duration.
4. Majority of people voted a median rating of 7, of which 94 movies were given least rating and highest rating was given to 346 movies.
5. Most number of hit movies with an average rating > 8, were produced by Dream Warrior Pictures and National Theatre Live production houses.
6. Highest number of votes were received from the people of USA.
7. James Mangold stood as the top most director whose movies had an average rating >8.
8. The top regional actor and actress in India were Vijay Sethupathi and Tapsee Pannu
9. The top three production houses based on votes received are Marvel Studios, 20th Century Fox and Warner Bros.
10. Among multilingual movies, highest number of hits were produced by Star Cinema and Twentieth Century Fox.

Recommendations:

Considering the above facts from the data, few recommendations for RSVP movies can be, concentrating more on the Drama genre since it has been the most watched among the rest. Casting one of the popular Indian actors like Vijay Sethupathi in their film might increase the viewership worldwide, with India being the huge audience.

And as the company is willing to expand their profits globally, its beneficial for them to collaborate with top most and successful production houses like Dream Warrior Pictures and National Theatre Live.

Also, if ever, RSVP is looking forward to producing a movie, they can produce it in Germany, rather than producing it in Italy.