

RSVP Movies Case Study Summary

- Optimize movie releases by targeting the festival season in September and October and leveraging the high volume (800+) of film releases during that period.
- Exploit the market potential by prioritizing movie production in India and the USA, given the release of 1059 movies in 2019.
- RSVP should prioritize the Drama genre, which has a substantial number of movies (4285) and includes top-rated films like Kirket, Gini Helida Kathe, and Fan. Additionally, they should aim for an average duration of around 107 minutes for better audience engagement.
- Working with established production companies like Dream Warrior Pictures and National Theatre Live may enhance the quality of their productions by applying the expertise they possess to the stage.
- 8 films containing the word "The" in the title have an average rating that is higher than 8. The drama film "The Brighton Miracle" received an overall rating of 9.5. As a result, it has been suggested that the word "The" go at the beginning of the movie's name.
- Based on the majority of drama, action, and comedy movies made with an average rating of at least 8, working with renowned top directors James Mangold, Soubin Shahir, Joe Russo, and Anthony Russo is encouraged.
- Casting Mammooty and Mohanlal would make sense, as they are in the top spots in most films with a median rating of at least 8. However, Vijay Sethupathi, who tops the table based on a weighted average based on votes received, could be selected to have a regional flavor.
- Considering RSVP's next project, it is advisable to prefer Parvathy Thiruvothu among Susan Brown and Amanda Lawrence for the drama genre.
- RSVP should prioritize directors A.L. Vijay and Andrew Jones, who have average inter-movie days of 177 and 191, respectively, for time-sensitive projects.