



# PROPOSAL AND MARKETING PLAN

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## HIGHEST GROSSER OF 2024

**NDR Analytica Co.**

DS C55 BATCH  
UPGRAD  
IIITB

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# RSVP Marketing Plan

## Executive Summary on IMDB Data Analysis by RSVP Movies

Date: Aug 1st, 2023

This report presents the findings of our analysis of IMDB data, focusing on various aspects to aid decision-making for RSVP Movies. The following key insights have been extracted from the dataset:

### 1. Movie Production:

- **March** is the most prolific month for movie production, averaging **about 2,300** movies per year.

### 2. Genre Recommendations:

- **Drama** emerged as the most popular genre with **4,285** movies and an average duration of 106.7746 minutes. RSVP Movies may consider focusing on this genre for its future films.
- Additionally, **Action** and **Thriller** genres show potential for successful productions.

### 3. Movie Ratings:

- The majority of movies in the dataset received ratings between 6 and 8 on a median rating scale.
- Aim for a median rating of 8 or above to increase the likelihood of creating a superhit movie.

### 4. Top Production Companies:

- **Dream Warrior Pictures** and **National Theatre Live** have produced the highest-rated films.
- **Star Cinema** and **Twentieth Century Fox** stand out as good contenders due to their large number of multilingual movies, making them suitable for the primarily Indian audience.
- **Marvel Studios**, **Twentieth Century Fox**, and **Warner Bros.** are suggested as potential global partners, given the maximum number of votes received for their movies.

### 5. Promising Directors:

- **James Mangold**, **Anthony Russo**, **Joe Russo**, and **Soubin Shahir** are the top directors based on our analysis.
- RSVP Movies may consider collaborating with these directors for future projects.

### 6. Leading Actors:

- **Mammooty** and **Mohanlal** are the top-rated actors, based on the number of ratings received.

**7. Actress Selection:**

- **Taapsee Pannu** is recommended as the top actress choice due to her high average rating of 7.74 and the maximum number of votes received.
- **Parvathy Thiruvothu** ,**Susan Brown** & **Amanda Lawrence** can be a good bet for making Drama Genre.

**8. Targeting Indian Audience:**

- **Vijay Sethupati** appears to be popular in India, making him a viable option for focusing on local projects.

**These insights provide valuable information for RSVP Movies to make informed decisions regarding movie production, genre selection, casting choices, and potential partnerships. The data-driven recommendations can help enhance the chances of creating successful and well-received films in the future.**