

# Executive Summary: Strategic Analysis for RSVP Movies' Global Release

June 2, 2024

Purnima NS, Priya Rajendran, Rajesh Iyer



## Overview

RSVP Movies, a leading Indian film production company with a track record of producing super-hit movies, is planning to launch a new project aimed at the global audience in 2022. To ensure a successful international debut, a comprehensive analysis of movie data from the past three years has been conducted to provide actionable insights and strategic recommendations.

---

# Key Insights and Recommendations

## 1. Genre Analysis and Trends:

- **Drama Genre Popularity:** Drama is the most produced genre with 4285 movies. Given its wide appeal, incorporating dramatic elements into the new project could attract a broad audience.
- **Seasonal Release Strategy:** March and September are peak months for movie releases. Scheduling the global release in these months can maximize visibility and audience reach.

## 2. Geographic and Regional Insights:

- **Market Focus:** 3164 movies were produced in India or the USA in 2019, indicating these as significant markets. A dual focus on these regions can leverage RSVP's existing strengths while tapping into large, established markets
- **Language and Localization:** Multilingual movies have performed well, with Star Cinema and Twentieth Century Fox leading in this segment. Ensuring the movie is accessible in multiple languages can enhance its global appeal.

## 3. Production and Rating Metrics:

- **Production Houses with High Ratings:** Dream Warrior Pictures and National Theatre Live have excelled with movies rated above 8. Collaborating with production houses known for high-quality output can elevate the project's credibility and expectations.
- **Top Production Houses by Votes:** Marvel Studios, Twentieth Century Fox, and Warner Bros. dominate in terms of audience votes. Emulating their production and marketing strategies could be beneficial.

## 4. Director and Talent Collaboration:

- **Top Directors:** Engaging acclaimed directors like James Mangold, Anthony Russo, and Joe Russo, who have consistently produced highly rated movies, can boost the project's quality and marketability.
- **High-Rating Actors:** Mammooty and Mohanlal, who have median ratings of 8 or higher, are strong candidates for lead roles. Additionally, popular actors like Vijay Sethupathi and Fahadh Faasil, who rank highly in India, can attract significant viewership

## 5. Actress Performance Metrics:

- **Top Actresses in Hindi Cinema:** Taapsee Pannu, Kriti Sanon, and Divya Dutta have high average ratings and strong audience appeal. Casting them can ensure strong performance, especially in Hindi-speaking regions.

- 
- **Super Hit Drama Actresses:** Actresses like Susan Brown and Amanda Lawrence, known for their success in drama genres, can add significant value to the project.

## 6. Actor Recommendations:

- **Top-Rated Indian Actors:** Vijay Sethupathi (Rank 1), Fahadh Faasil (Rank 2), and Yogi Babu (Rank 3) have consistently delivered strong performances in India. Including these actors can leverage their popularity and ensure high audience engagement.
- **Internationally Recognized Talent:** Collaborating with internationally recognized actors can broaden the movie's appeal. This approach aligns with global trends and audience preferences, enhancing the project's marketability.

## 7. Audience Preferences and Ratings:

- **Median Rating Trends:** The median rating for most movies is 7, followed by 6. Ensuring a quality production that can achieve ratings of 7 or higher will likely resonate well with audiences.
- **Rating Extremes:** Movies with ratings ranging from 1 to 10 indicate diverse audience preferences. A balanced approach in storytelling and production quality is essential to cater to varied tastes.

## 8. Movie Duration Preferences:

- **Genre-Specific Durations:** Action movies have the highest average duration (112.88 minutes), while Horror movies have the lowest (92.72 minutes). Aiming for a duration that suits the genre while maintaining audience engagement is crucial.

## 9. Release Timing and Market Strategy:

- **Optimal Release Windows:** March 2017 saw the highest number of Drama releases in the USA, suggesting a strategic time for release. Aligning with peak periods in target markets can optimize box office performance.
- **Effective Marketing:** Learning from top production houses, a robust global marketing campaign emphasizing unique selling points (USPs) such as high production values, acclaimed cast, and engaging storylines is recommended.

## 10. Technical Considerations and Data Gaps:

- **Addressing Data Gaps:** The movie table shows null values in crucial columns like country, worldwide gross income, languages, and production company. Ensuring complete and accurate data can provide a clearer strategic direction.
- **Continuous Monitoring:** Regular updates and analysis of ongoing projects and market trends are essential to adapt strategies dynamically.

## 11. Performance Improvement Note:

- **Indexing:** Creation of missing indexes on movie table and ratings table was done to improve the query performance, as the table seek will happen instead of table scanning, reducing the execution time. Also we have used regexp only where the heavy

---

queries are not there. Like will not suffice in these scenarios to fetch the required output data.

## **Conclusion**

RSVP Movies' venture into the global market should be backed by a datadriven approach, leveraging insights from successful genres, directors, actors, and production houses. By focusing on high-quality production, strategic release timing, effective marketing, and leveraging the talents of both Indian and international actors, RSVP Movies can position its new project for global success, ensuring it resonates with both domestic and international audiences.