

Executive Summary

Based on the analysis of the IMDb dataset from 2017 onwards, several insights can guide RSVP Movies in their global release strategy. Popular genres like **Drama, Thriller, and Fantasy** have been well-received worldwide, indicating that these genres resonate strongly with audiences. RSVP should consider focusing on these for their upcoming project.

Established directors often direct **successful films** with strong past performances. Collaborating with well-known directors can increase the film's credibility and global appeal.

Additionally, films released in **English** perform better in global markets, especially in the USA, UK, and other English-speaking regions. To maximize viewership, RSVP should prioritize English or offer high-quality translations.

The average movie rating in the dataset ranged from **6.5 to 8.2**, with top films typically scoring **7.5 or higher**. RSVP should focus on maintaining high standards in storytelling, production, and casting to achieve similar success.

Recommendations

1. Focus on **Drama, Thriller, and Fantasy** genres.
2. Collaborate with **renowned directors** to boost appeal.
3. Release in **English** or offer multilingual options.
4. Aim for a movie rating of **7.5+** by maintaining high production quality.
5. Leverage **data-driven promotion** to optimize global reach.

These recommendations can help RSVP Movies achieve success in the global market.