RSVP MOVIE CASE STUDY
EXECUTIVE SUMMARY

Below are the inferences made based analysis performed on provided dataset,

- **Movie release date:**

  Found downward trend in the number of movies produced over the years. Maximum no of movies are released in month of March, September, October. Suggestion to RSVP movies is to plan movie release in annual holiday & festival times for maximum viewership.

- **Genre**:

  'Drama' genre has the most number of movies followed by Comedy and Thriller. So, RSVP movies can try making in any of these genres.

- **Duration** :

  Average movie duration for all genres is 100±10 mins. Suggest to do movie around 100 mins duration to ensure audience stay with the movie for the whole time

- **Production company:**

  Dream Warrior Pictures & National Theatre Live are company with highest movies with average rating > 8. However, we see Marvel Studios is on top based on total votes. Suggest RSVP to collab with these production company for their project.

- **Director**:

  'James Mangold','Soubin Shahir' & 'Joe Russo' are top 3 directors in top 3 genres with movies average rating > 8.

- **Actor:**

  Top Indian actor is Vijay Sethupathi. He has very high vote count and highest average rating

- **Actress:**

  Top Indian Actress is Taapsee Pannu. Though she does not top in vote count, she has highest average rating.