RSVP Movies-Case Study

Problem Statement: An Indian film production company named 'RSVP movies' planning to release a movie for the global audience.

To release a movie in a new market, the production company wants to do a pulse check based on data of the movies released in the past three years and take data-driven decision.

Recommendations based on insights from data analysis

1.   Overall, around 4,285 movies were released in last 3 years in 'Drama' genre and RSVP movies must choose 'Drama' and average duration will be < 2 hrs for their global project. Other genre Comedy or Thriller can also be an option as these are among Top 3 genre.

2.   Name of the movie can start with 'The' as most of the movie starting with 'The' has rating 8 and above.

3.   Dream Warrior Pictures (Ranked 1st) and National Theatre Live (ranked 2nd) are the preferred production companies for next venture.

4.   James Mangold can be hired as the director based on highest average rating.

5.   Mammootty (Ranked 1st) or Mohanlal(Ranked 2nd) can be the lead actor based on their median rating and Taapsee Paanu can be chosen as leading lady based on total vote and average rating. Vijay Sethupati can also be an option based on average rating in Indian movies and to give a regional feel.

6.   As a global partner, 'Marvel Studios'(Ranked 1st) can be an option for English language movie, however, if 'RSVP movies' like to focus on multilingual movies then '20th Century Fox' will be the better option as per its experience and success with multiple languages movies.

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