



# RSVP Movies Case Study

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# Problem Statement

RSVP Movies a famous Indian film production company which has produced many super-hit movies, is planning to release a movie for the global audience in 2022 as their next project.

The production company wants to plan their every move analytically based on data of the movies that have been released in the past three years. So that the company can take the useful insights and recommendations that can help them start their new project.

# Executive Summary And Recommendations

According to the analysis on IMDB dataset, we have the following insights and recommendations for the company :

1. USA and India would be the best markets for releasing the movie and RSVP should target those markets.
2. Company should focus on genre - Drama (with an average duration of 107 mins), since it has the highest number of movies in each year and having the most number of movies with an average rating  $> 8$ .
3. RSVP can tie up with production companies - Dream Warrior Pictures , National Theatre Live as they have the highest number of hit movies.
4. Company can also make a tie up with production company Star Cinema which produced the highest number of hits (median rating  $\geq 8$ ) among multilingual movies.

## Continues...

5. RSVP can hire James Mangold as the director for their movie as he directed the highest number of hit movies.
6. RSVP can collaborate with Marvel Studios , Twentieth Century Fox as their global partners since they received the highest number of votes.
7. Mammootty and Mohanlal can be hired for the leading roles for the company's next project since they are the top two actors whose movies have a median rating  $\geq 8$ .
8. Taapsee Pannu can be chosen as the actress for the movie as she is popular among the Indian audience.
9. Vijay Sethupathi can be included in the next project as he is popular among the regional audience.



Thank you