

Movie Case Study Summary

Submitted by Anuj Tiwari, Sunil Verma and Karthik S

Observations from the Analysis are as below:

RSVP Movies analyzed their movie performances from 2017-2019 and identified some important insights. March had the highest number of movies produced, while December had the lowest. Drama is the genre with the most movies produced, indicating that future films focusing on this genre may be beneficial. The movies "Kirket" and "Love in Kilnerry" had the highest average rating and rank, with a median rating between 6-8 being common.

James Mangold, Anthony Russo, Joe Russo, and Soubin Shahir are the top-rated directors, while Mammooty and Mohanlal are the top actors. Taapsee Pannu is the highest-rated actress and can be considered for future movies. Marvel Studios, Twentieth Century Fox, and Warner Bros. received the most votes for their movies and can be chosen as Global Partners. Vijay Sethupati is the best actor in India and can be selected for upcoming projects. For multilingual movies, Star Cinema and Twentieth Century Fox are the top production houses that have produced the most hit movies.

The analysis also revealed that a positive correlation exists between the budget and revenue of a movie. More experienced directors generate higher revenue. Movies released in the summer months and on weekends had a higher chance of success. Therefore, RSVP Movies should consider producing high-quality drama movies, working with top-rated directors, and casting Taapsee Pannu for lead roles. Choosing Marvel Studios, Twentieth Century Fox, or Warner Bros. as Global Partners can increase the chances of success. Additionally, RSVP Movies should allocate higher budgets for producing more action and drama movies and release movies during summer and on weekends. Introducing more family-oriented content can appeal to a wider audience. The analysis can help RSVP Movies make informed decisions to improve their performance in the box office.