

RSVP Movies Case Study DB Assignment Submission EXECUTIVE SUMMARY

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Batch : DSC 68

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upGrad

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Recommendation based on the analysis:

RSVP Movies is recommended to Go Global, partnering with Marvel Studios, hiring in **Mr. James Mangold** and **Mr.AL Vijay** as directors with **Drama** as the **Genre**, preferably multilingual with top actors and actresses identified in the analysis. Please refer to the details furnished below.

Country , Language Vs # Movies

Factors	Countries compared	
	USA	India
#Single Country releases	35% (Rank : 1)	16% (Rank 2)
World Gross Income (in Billion USD)	40.81	1.27
Multiple Languages	181 (English Must)	35 (English Included)

Variable Category	Variables	Factors	Value	Recommendations or Supporting Artifact (if any)																													
Genre	Top 3 Genre	# Movies	Drama , Comedy and Thriller	<table><tr><td>Genre</td><td>#Movies</td></tr><tr><td>Drama</td><td>4285</td></tr><tr><td>Comedy</td><td>2412</td></tr><tr><td>Thriller</td><td>1484</td></tr></table>	Genre	#Movies	Drama	4285	Comedy	2412	Thriller	1484																					
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Top Genre	World-wide Gross Income	Drama	<table><tr><td colspan="2">Sum of worldwide_gross_income</td><td>Column Labels</td><td></td><td></td></tr><tr><td>Row Labels</td><td></td><td>2017</td><td>2018</td><td>2019</td></tr><tr><td>Drama</td><td></td><td>9.57%</td><td>8.88%</td><td>21.4%</td></tr><tr><td>Comedy</td><td></td><td>14.09%</td><td>9.75%</td><td>8.1%</td></tr><tr><td>Thriller</td><td></td><td>9.84%</td><td>9.60%</td><td>8.1%</td></tr><tr><td>Grand Total</td><td></td><td>33.50%</td><td>28.24%</td><td>38.1%</td></tr></table>	Sum of worldwide_gross_income		Column Labels			Row Labels		2017	2018	2019	Drama		9.57%	8.88%	21.4%	Comedy		14.09%	9.75%	8.1%	Thriller		9.84%	9.60%	8.1%	Grand Total		33.50%	28.24%	38.1%
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%Movies	With Only one Genre	41%	3289 out of 7997 movies																														
Actors, Actresses	Top 3 actors	Weighted average rating and #Movies	Vijay Sethupathi, Fahad Fasil and Yogi Babu.	Will be good combination for the Drama genre and multi lingual options.																													
	Top 3 Actresses		Taapsee Pannu,Kriti Sanon and Divya Dutta																														
	Top Directors	Top 3 Genre	James Mangold	Partnering Mr.James with Mr. Vijay for Multilingual will be good.																													
Directors	Top of Top 9 directors	Frequency of Movie Releases and the #Movies	A.L.Vijay																														
Production Houses	Top Production House	Popularity	Marvel Studios	Partnering with Marvel Studios will be the good option.																													
	Top 2 Production House	#Movies	Star Cinema and Twentieth Century Fox																														

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