

RSVP Movies Dataset

Executive Summary and Recommendations

-Ambarish Deb, DA 2469 cohort

Executive Summary

- The largest number of movies were produced in the year 2017 within the scope of the given dataset.
- On a monthly level, most movies were released in the month of march. This may be partly explained by the fact that young people who form a considerable chunk of the movie-going population have a lot of free time in this month, owing to the academic year in many institutions going from april to march, and hence more likely to watch a movie.

- There is a large gap between the number of movies having the genres 'Drama' (at first place with 4285 movies) and the number of movies having other genres(maximum of them being 2412 movies in "Comedy"). Moreover, the genre 'Drama' has had the most number of movies having more than 1000 votes every year. Hence any subsequent project may focus on 'Drama'.
- Out of 7997 movies, only 3289 movies(41.12%) of the movies produced in the given time frame were single genre movies, hence a multi-genre project with 'Drama' as a genre, may be considered, with Comedy and Thriller being the most suitable contenders for secondary genre(s).
- The possible duration of the next project could range from 101 to approximately 107 minutes, considering the possibility of a multi genre project.

- Movies with a median rating of 7 are the highest in number.
- Production houses “Dream Warrior Pictures” and “National Theater Live” produced the most number of hit movies, while movies produced by “Marvel Studios” and “Warner Bros” were among those studios who received the most votes by the audience.
- But since the project aims to be a global release, ‘Star Cinema’ and ‘Twentieth Century Fox’ are viable options as well, owing to their success in producing multilingual hits, the latter in particular since movies produced by it are both multilingual hits and among those studios received the most votes for their movies.

- Possible candidates for director include James Mangold followed by the Russo Brothers (Anthony and Joe Russo) and Soubin Shahir, since they are the top directors in the top three genres whose movies have an average rating of more than 8.
- Mammooty and Mohanlal are viable candidates for the lead male role, given their high rated performance. Vijay Sethupati, Fahadh Faasil and Yogi Babu are also options for secondary roles, given their popularity in India.

- Amanda Lawrence , Susan Brown and Parvathy Thirovothu can be considered for the lead female role, given their acting in Drama films being liked by the audience. Taapsee Pannu, Kriti Sanon and Divya Dutta can be cast in secondary roles based on their performance in hindi speaking roles in Indian movies.

Summary

- GENRE- Multi genre project with focus on “Drama”, secondary genres being “Comedy” and “Thriller”.
- PRODUCTION HOUSE- Choices include “Twentieth Century Fox”, “Star Cinema”, “Dream Warrior Pictures” , “National Theater Live”
- INTERNATIONAL PARTNERS- “Marvel Studios” , “Warner Bros.”, “Twentieth Century Fox” (to maximise worldwide appeal).
- DIRECTOR- James Mangold, the Russo Brothers and Soubin Shahir.
- ACTORS-Mammooty and Mohanlal for the lead male role with Vijay Sethupati, Fahadh Faasil and Yogi Babu for Secondary Roles.
- ACTRESSES- Amanda Lawrence , Susan Brown and Parvathy Thirovothu for the lead female role with Taapsee Pannu, Kriti Sanon and Divya Dutta in secondary roles