

RSVP Movies Case Study

Executive Summary

Insights:

- Most movies were produced in the month of March, closely followed by September and October.
- It has been observed that the highest count of genres are Drama, Comedy and Thriller.
- the production company 'Dream Warrior Pictures' and 'National Theatre' produced the most number of movies.
- It was clear from the database that German Movies were more preferred over Italian Movies.
- It has been noted that Directors such as A.L Vijay, Andrew Jones and Chris Stokes are Top 3 Directors who have produced the most number of movies.
- Marvel Studios, Twentieth Century Fox and Warner Bros are top three productions.
- South Indian Actors Mohanlal and Mamooty received rating of +8, which shows as one of the most consistent actors around the world.

➤ Top 3 Actresses were found to be Amanda Lawrence, Denise Gough and Parvathy Thiruvothu.

➤ RSVP Movies can definitely hire Vijay Sethupathi and Tapsee Panu for the lead roles for their next movie, as there was a high gross point from their movies.

Recommendation:

✓ with these insights in mind, RSVP can definitely employ this data for their upcoming projects. This data is a great source of information to understand the potential of a Block Buster Hit and a Flop. If RSVP is able to produce movies with the mentioned actors in mind, with the right genre and viewership, RSVP could make a great profit turnover in the coming years.