

# RSVP

## MOVIES CASE STUDY

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# INTRODUCTION

- RSVP Movies is an Indian film production company which has produced many super-hit movies. They have usually released movies for the Indian audience but for their next project, they are planning to release a movie for the global audience in 2022.
- The production company wants to plan their every move analytically based on data and have approached you for help with this new project. You have been provided with the data of the movies that have been released in the past three years. You have to analyze the data set and draw meaningful insights that can help them start their new project.



# SUMMARY & INSIGHTS

- The RSVP production house produced ~**8000 movies between 2017 to 2019**, out of which ~**5000 movies** are from "**Drama, Thriller, Comedy**" genre. Hence, the production house shall plan from the above genre for their next project.
- Older movies runtime is ~**105mins**, Hence, the production house shall plan for the same.
- The following directors "**A.L.Vijay**", "**James Snider**", "**Ksshitij Chaudhary**", "**Steven Soderbergh**" has given rating than 8+, hence it is advisable to tie-up with them.
- Artists like "**Mohanlal**", "**Mammooty**" has done more movies with the production house holding IMDB average rating more than 7.0
- As a global partner, **Marvel Studios, Twentieth Century Fox, Warner Bros** shall be chosen as the production houses.
- **Netflix** shall be chosen for **Digital streaming** as it holds more than 15 movies of the production house.