

RSVP Case Study – Executive Summary and Recommendations

1. There is a clear downtrend can be seen for movies released year-wise.
2. Most number of movies are produced/released in month of March and January as could be concluded as because of new year.
3. Most of the films released from 2017 -19 belongs to genre Comedy, Drama and Thriller taking nearly 50% share.
4. Dream Warrior Pictures and National Theatre Live are top production companies with average rating above 8 and has produced the highest number of films (3 each). These production companies could be important and potential partners.
5. Joe Russom, Anthony Russo and James Mangold are the top 3 directors can be hired by the production house as they have highest number of movie with average ratings above 8.
6. Marvel Studios is highest ranked production house with 2656967 votes followed by Twentieth Century Fox at second position with 2411163 votes and Warner Bros. with 2396057 at third position.
7. Partnership with these production houses can be game changing as they are global and will be helpful in producing films based on their popularity.
8. Vijay Sethupathi is number one ranked actor with average rating 8.42 and could be potential signing for the production house.
9. Taapsee Pannu is number one ranked actor with average rating 7.70 and could be potential signing for the production house.
10. As stated earlier, drama genre is one of the top 3 genre and the film which has highest grossed collection worldwide is of drama genre.
11. Hence, it is possible that drama genre is more likely to be popular within the audience and can be helpful in planning the movie production cycle.
12. Star Cinema and Ave Fenix Pictures are highly rated multi-lingual production houses with median rating above 8. Hence, partnering with them will be helpful in producing films in different languages and in different countries across the globe.
13. Parvathy Thiruvothu is the highest rated actress with highest number of super hit movies (2) with total votes 4974.