

## Executive Summary

An analysis of RSVP Movies' historical data from 2017 to 2019 reveals key trends to guide their upcoming global project. Movie production peaked in 2017 with 3,052 films, slightly declined in 2018 (2,944), and further dropped in 2019 (2,001), indicating a downward trend in annual output. Month-wise, March emerges as the most productive month, suggesting seasonal peaks that could inform release planning.

In 2019, the USA and India together produced 887 movies, highlighting these markets as major contributors. Genre analysis shows 13 unique genres, with Drama being the most produced genre (1,078 movies) and Thriller ranking first in terms of popularity (1,484 movies overall). Notably, 3,289 movies belong to only one genre, which can simplify targeting specific audience segments.

Average movie durations vary by genre, with Action films averaging 112.88 minutes and Drama at 106.77 minutes, providing guidance for project runtime expectations. Top-rated movies consistently achieved high audience approval, with ratings up to 10 and strong engagement reflected by vote counts. In March 2017, highly voted movies in the USA were predominantly Drama, Comedy, and Horror, indicating audience preference for these genres.

## Recommendations:

1. Focus on **Drama or Thriller** for the upcoming project to align with historical popularity.
2. Consider releasing in **March** to leverage seasonal audience peaks.
3. Target production durations around **106–113 minutes**, depending on genre.
4. Incorporate lessons from top-rated films to maintain high audience engagement.

These data-driven strategies will help RSVP Movies optimize production, maximize viewership, and ensure a successful global release.