

EXECUTIVE SUMMARY

RSVP-MOVIES-CASE-STUDY

Key Insights:

1. Year-on-Year Trends:

- The total number of movies produced decreased year-on-year:

□ 2018 vs. 2017:	↓ 3.54%
□ 2019 vs. 2018:	↓ 32.03%
□ Average fall in production:	↓ 17.79%.

2. Genre Insights:

- **Drama** emerged as the most prolific genre, contributing **29.22%** of the titles, followed by Comedy and Thriller.
- However, movies belonging to a **single genre** account for **22.43%**. There is potential to further analyse these genres (apart from Drama), as they hold a significant standalone market share.

3. Director and Talent Recommendations:

- Directors such as James Mangold, Soubin Shahir, and Anthony Russo excelled in producing high-rated movies within the **top three** popular genres.
- Directors like AL Vijay, Sam Liu, and Steven Soderbergh could diversify RSVP's offerings because they delivered movies having average rating more than 8.
- Popular actors like Mammootty, Mohanlal, and actresses Adriana Matoshi and Fatmire Sahiti were highlighted for their strong audience appeal as they have delivered movies having average rating more than 7.

4. Production Studios:

- **Twentieth Century Fox:** Dominates in both multilingual hits and audience engagement.
- **Star Cinema:** Strong in multilingual hits.
- **Marvel Studios & Warner Bros.:** High audience votes.

Recommendations:

Focus on high-grossing genres like Drama, Action and Thriller, while capitalizing on directors and studios with proven success. By aligning production strategies with these insights, RSVP Movies can optimize its global impact and audience engagement.

