

# MICROSOFT MOVIE ANALYSIS.

# BUSINESS UNDERSTANDING

- Microsoft wants to venture into film making. And before they commence any production, they would like to make an informed decision on which types of films to produce, so as to run a successful business.



# DATA UNDERSTANDING

We got our data from two datasets; [Rotten Tomatoes](#) and [TheMovieDB](#). From these datasets, we were able to retrieve data that helped us understand more about the movies revenue and likeability.



# DATA ANALYSIS

From the given data we arranged both the domestic and worldwide revenues in order from the highest to lowest, this is to determine which movies have the highest revenues.

We also evaluated the profit margins and determined which movies are the most profitable.



# RECOMMENDATIONS

According to the movies with the highest revenue, Microsoft can produce movies similar to 'Christopher Robin' and 'Olympus Has Fallen' which have the highest domestic gross.

In terms of the profit margin, movies similar to 'Black Panther', 'Jurassic World' and 'Incredibles 2' would be the best choice.





THE END!

THANK YOU FOR YOUR TIME.

# ANY QUESTIONS ??

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