

# Microsoft Movie Analysis Project Presentation



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# Project Overview

- ▶ Expansion is a central aim for all organizations.
- ▶ Several things are worth considering for an organization to reap the maximum benefit of expansion.
- ▶ For Microsoft to enter the movie production industry, it must be informed enough to reap the benefits of the expansion.
- ▶ Its success in the expansion relies on its ability to look into the movie production market and identify the most selling movies and the best studio to put up.
- ▶ Also, it must look into the profitability of the business domestically and globally for maximum benefits.

# Business Understanding

- ▶ The project aims at providing Microsoft with directives on the possible lookout factors before entering the movie manufacturing industry.
- ▶ The forecasts made answers some of the future questions regarding this entry on what type of movies the company should produce based on customer consumption.
- ▶ Also, the project evaluates the sales in markets for a transparent target market, either domestic or foreign, based on the movies' gross sales in both markets.

# *Continuation*



- ▶ This project considers the sole organizational goal, profit making.
- ▶ A cost-benefit analysis concerning the production budget, foreign and worldwide gross sales conflict to give way forward on whether the firm should enter the market.

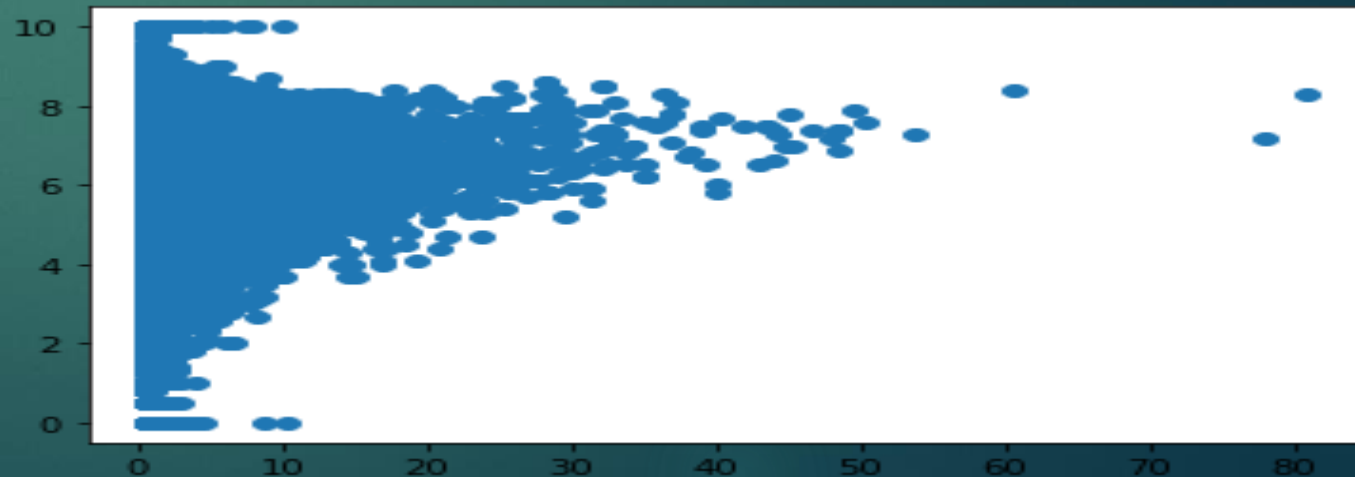
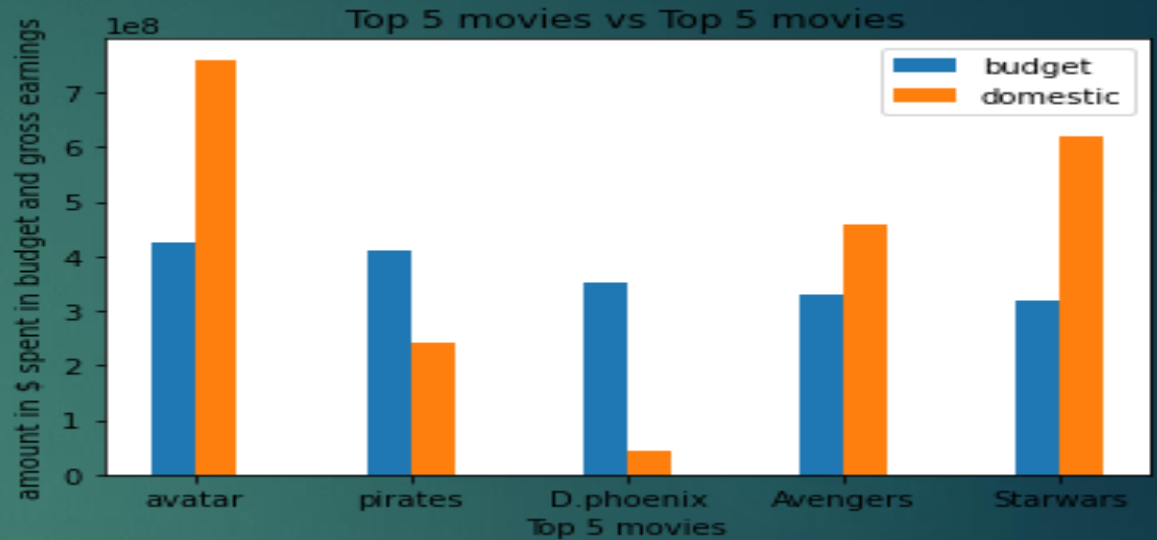
# Data Understanding

- ▶ The firm provides the data used for this project.
- ▶ Different data types with various specifications are available for choosing the most relevant data type for making deductions.
- ▶ Looking into the data descriptions, the information contained, the shape, and the content of the initial and last columns of all datasets provided is critical in determining the relevant data for drawing the project's conclusions.
- ▶ The budget, domestic and foreign gross columns are essential in the determination of whether the firm should enter the market or not.
- ▶ The popularity and studio-type columns are vital in knowing which movies are popular and the most lucrative studios to set up.
- ▶ The vote count column is crucial to draw an includability conclusion by mapping it against the popularity concept to deduce their relationship concerning what movies to produce.



# Data Selection

- ▶ The budget, domestic and foreign gross columns are essential in the determination of whether the firm should enter the market or not.
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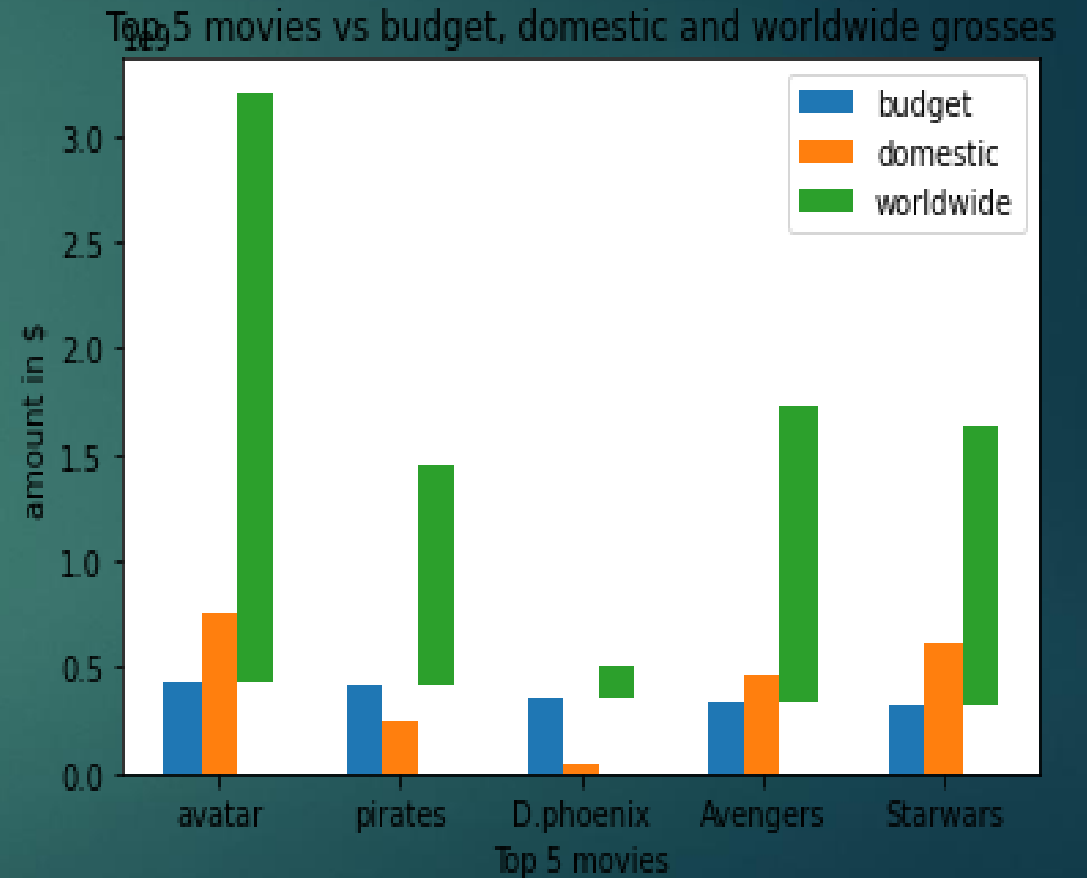


# Data Cleaning

- ▶ The budget, domestic and foreign gross columns are essential in the determination of whether the firm should enter the market or not.
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# Recommendations

- ▶ Microsoft should enter the movie production industry to boost its profits. However, expansion to the global mindset is key to entering the movie production sector.
- ▶ Microsoft should invest in, the BV studio is the most sufficient to boost the company's profit. For this case high domestic incomes would alternatively promise more at the worldwide level where the movies are selling highly.
- ▶ There are movies that Microsoft must prioritize to achieve highly desired sales. These movies are the top movies, especially in terms of popularity. They are; Blade Runner 2049, Thor: Ragnarok, Avengers: Infinity War, John Wick, and Big Hero 6.





# Conclusion

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