

The reel business of dreams

22_07_20XX s_01 ▶

MICROSOFT FILM HAVEN

RECOMMENDATIONS FOR MICROSOFT NEW MOVIE STUDIO

OVERVIEW

- ▶ Microsoft wants to venture into the movie industry by setting up a new movie studio-we call it Microsoft Film Haven, with a primary goal of gaining vast knowledge and understanding of the current market so as to make sound decisions in film production. The project therefore explores the film production industry and analyses the information into actionable insight.

BUSINESS UNDERSTANDING

- ▶ The main goal of this project is to gain knowledge on the current market trends in the successful and well established movies at the box office to help in deciding on the types of movies to venture in to.

DATA UNDERSTANDING

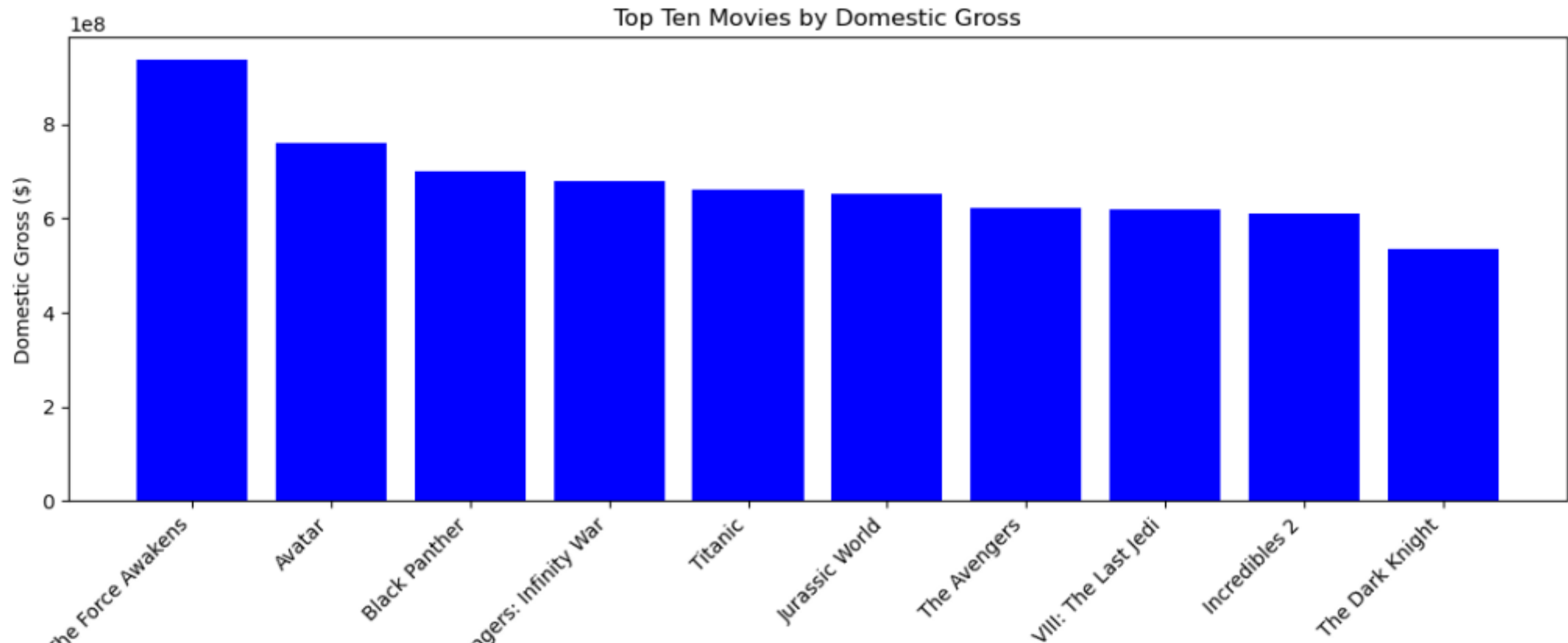
- ▶ Data sources for this project include :
- ▶ `tmdb.movies.csv`
- ▶ `bom.movie_gross.csv.gz`
- ▶ `tn.movie_budgets.csv.gz`
- ▶ `rt.movie_info.tsv.gz`
- ▶ `rt.reviews.tsv.gz`

DATA ANALYSIS

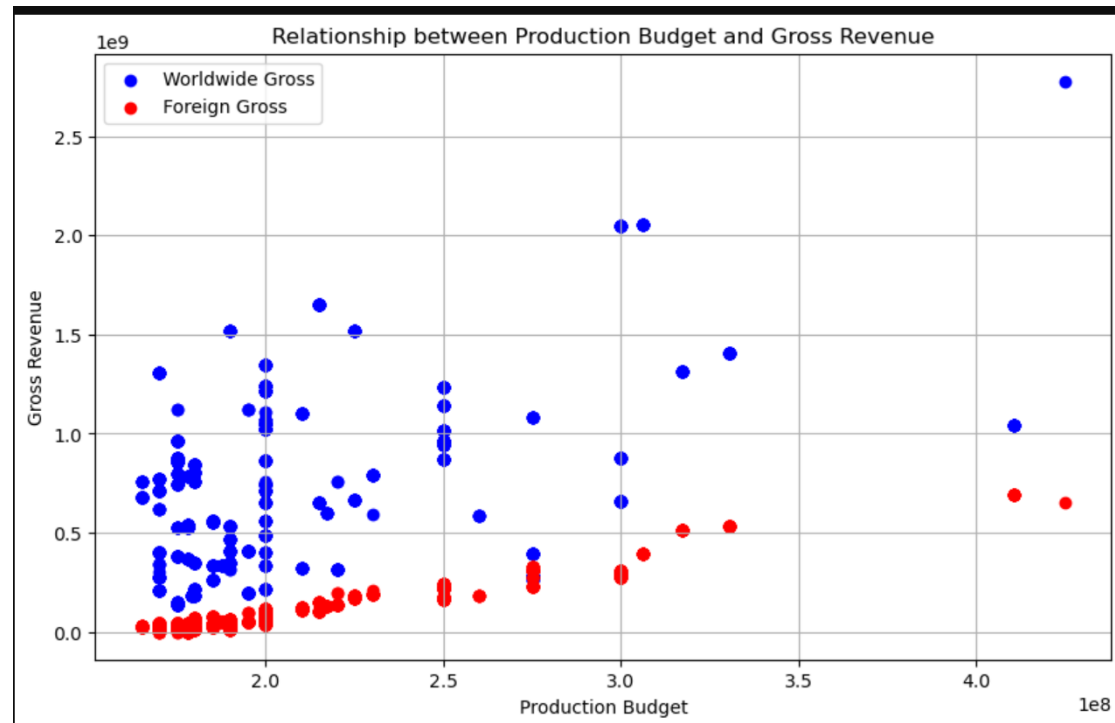
- ▶ This includes data preparation and data cleaning in order to come up with meaningful outcome.

RECOMMENDATIONS

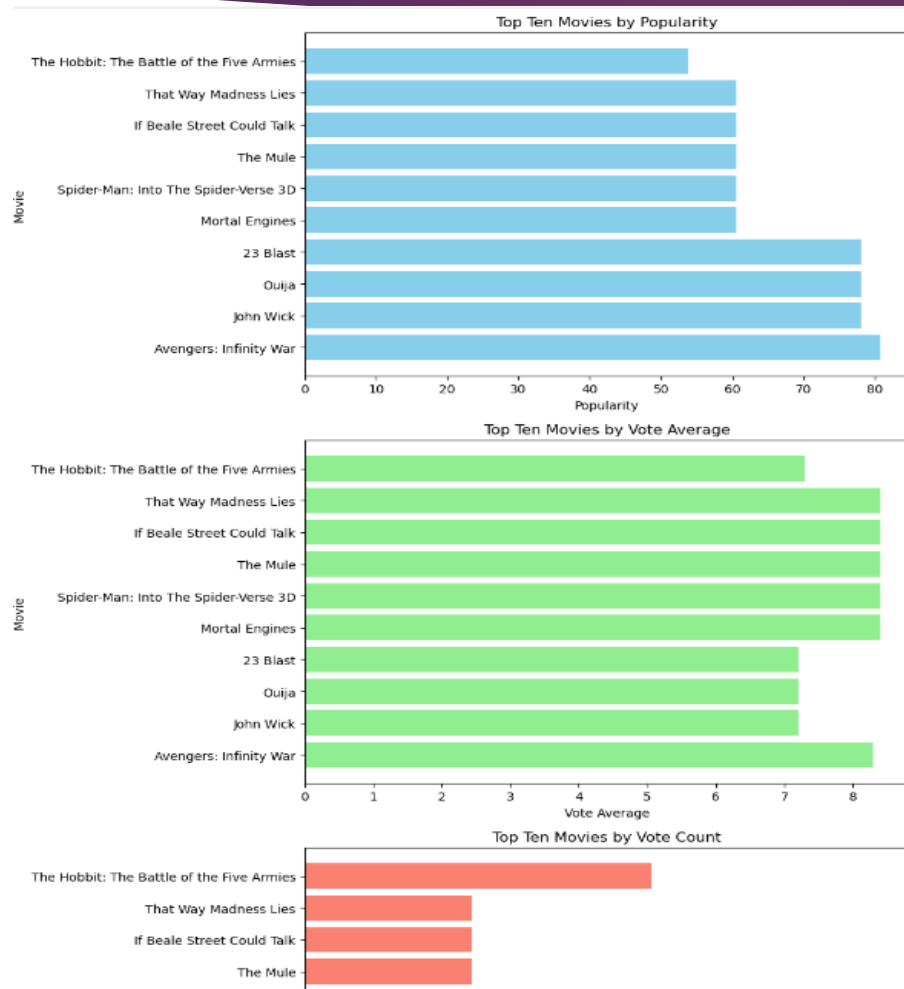
► RECOMMENDATION 1



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RECOMMENDATION 3



NEXT STEP

- ▶ Further analysis of this project will yield production and performance of different movies per month and their monthly ratings

THANK YOU