

Movies Industry Business Analysis.

For: Microsoft
Company

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Outline:

- Project Overview
- Problem Statement
- Questions to consider
- Methods (data visualizations)
- Conclusions & Recommendations

Project Overview:

- Provide insights and recommendations to Microsoft company on viability of Movies industry.

Problem Statement:

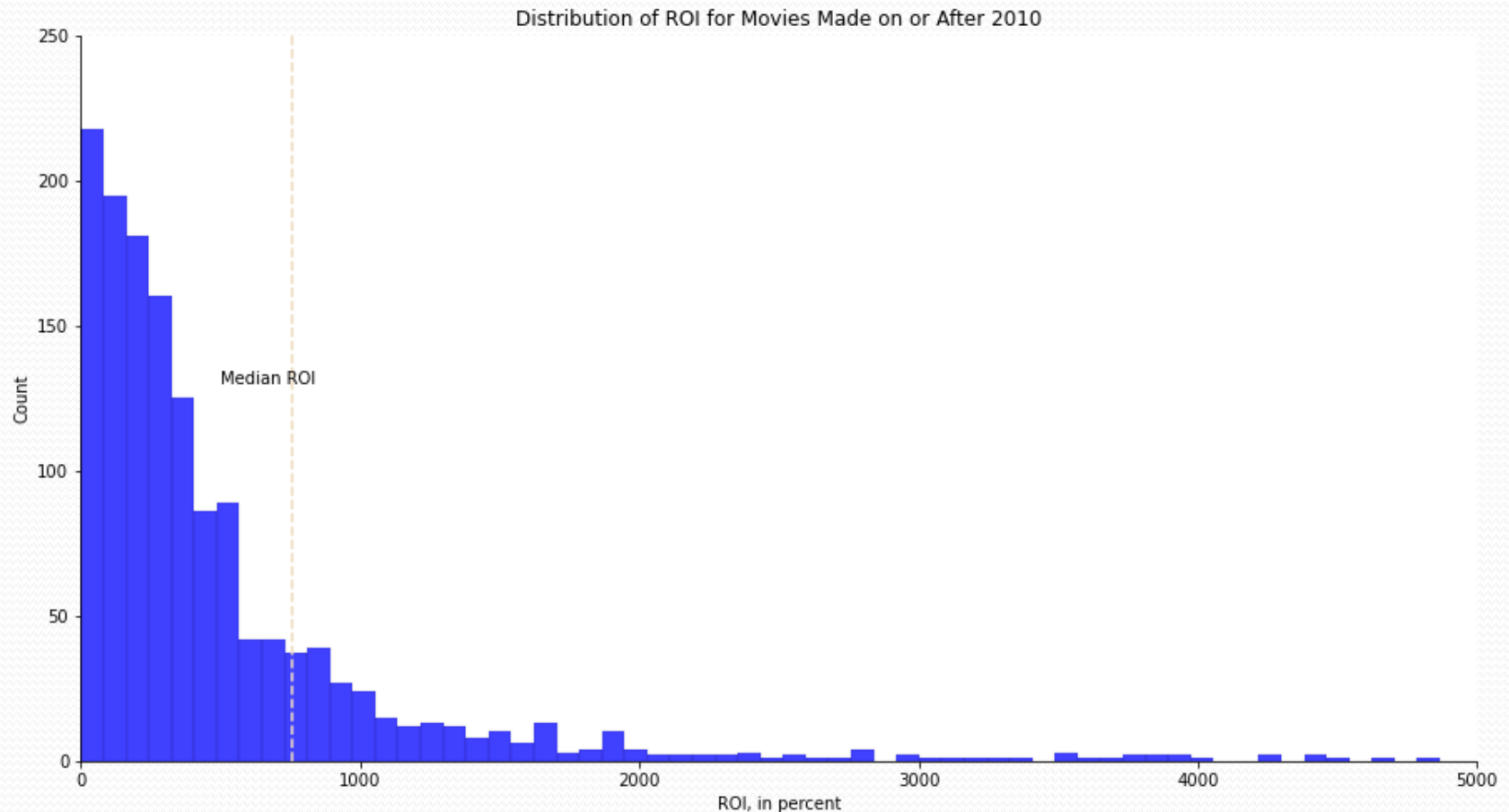
- Type of movies and genres for Microsoft to maximize Return on Investment (RoI).

Questions to consider:

- Is movies industry a profitable venture?
- Genre with the highest RoI.
- Best season to release movies.

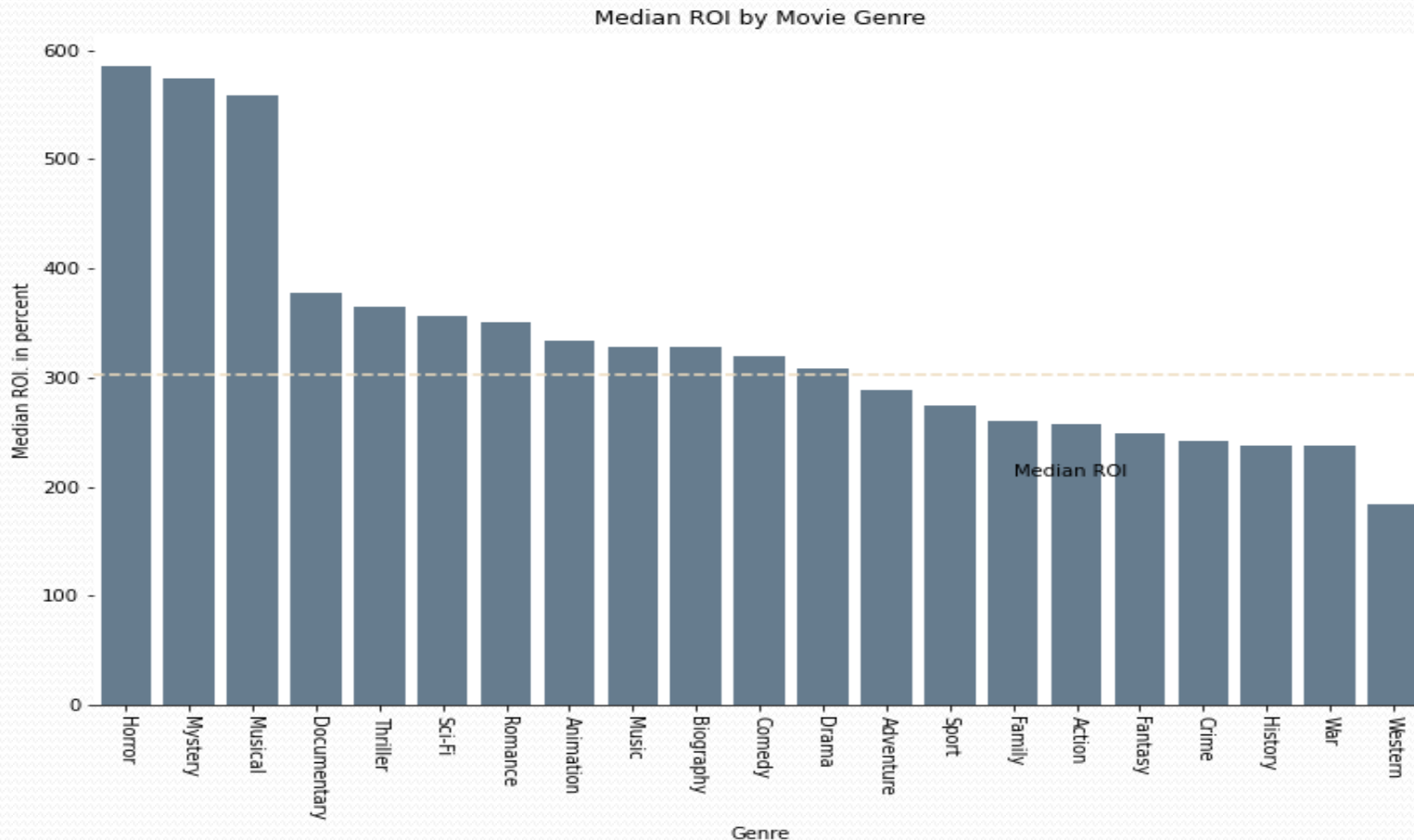
1. Is movies industry profitable?

There is significant variability in the ROI data.

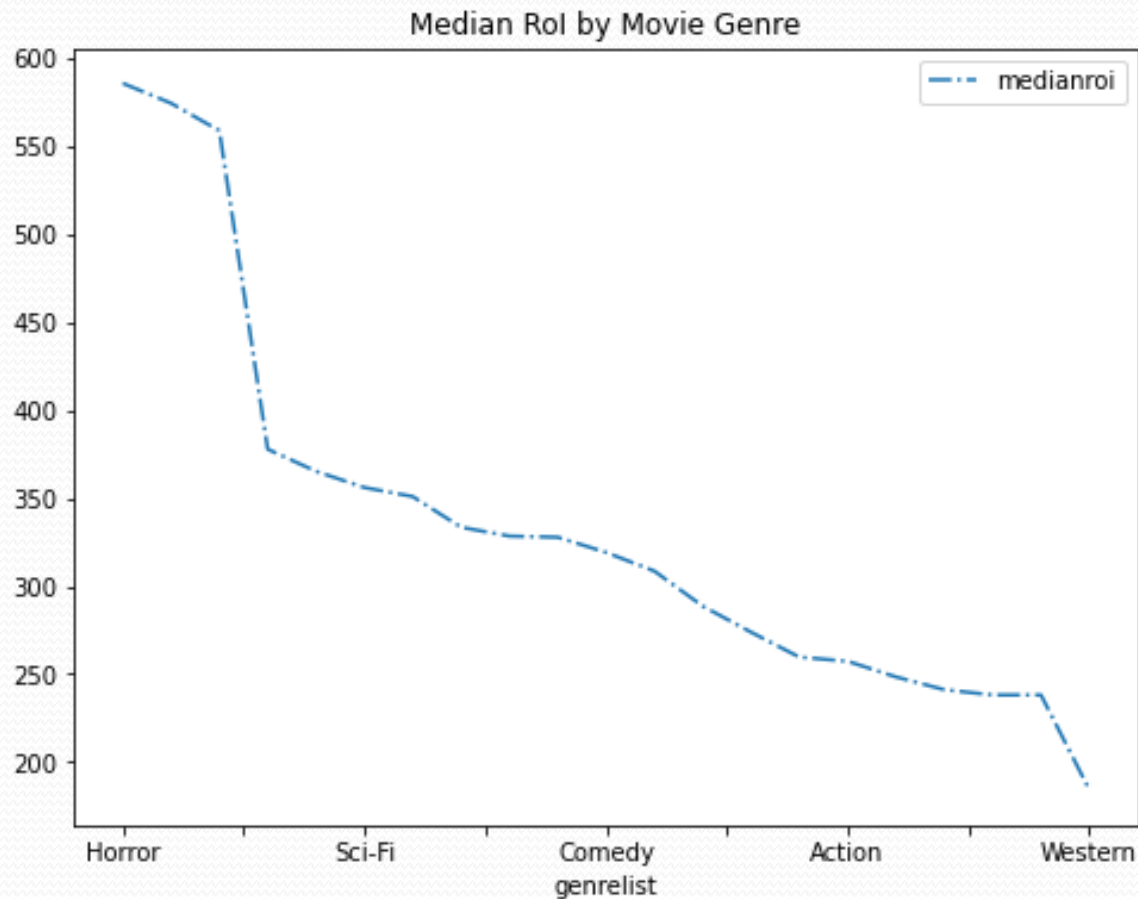


2. Genres with the highest RoI:

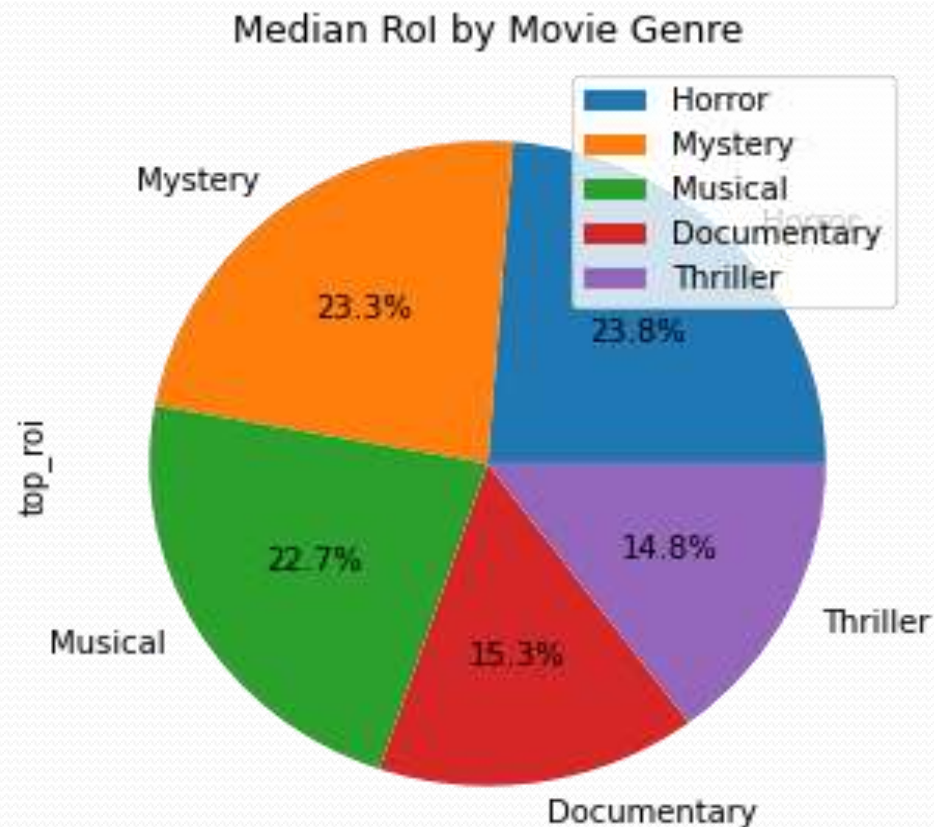
Horror, Mystery, Musical, Documentary and Thriller have the leading Return on Investment.



Line graph showing median RoI by Movie genre

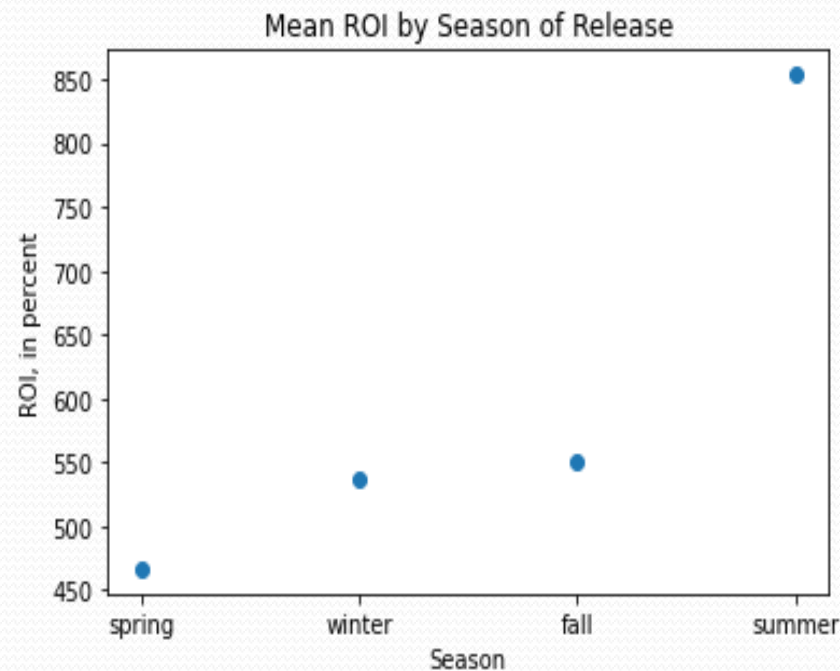
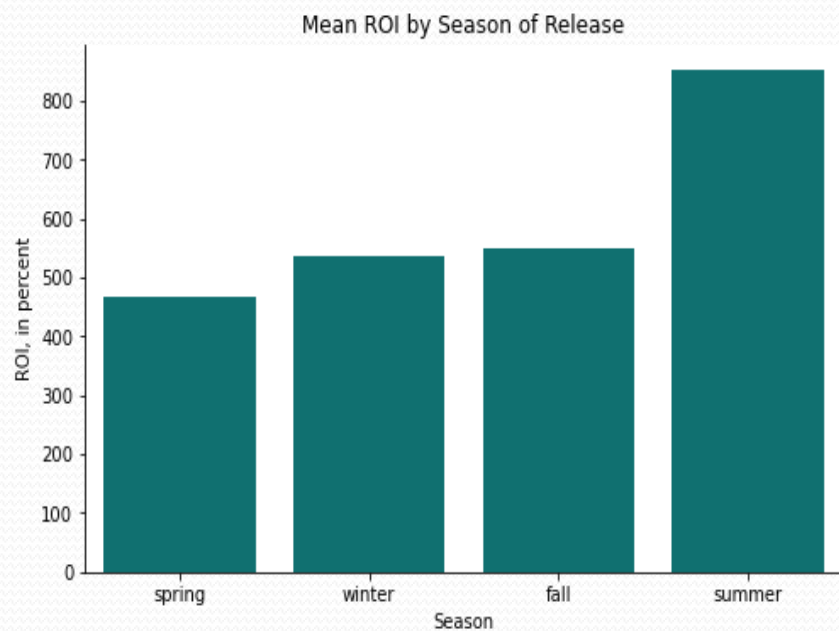


Pie-chart showing top five genres.



3. Best seasons to release movies:

Movies with the highest ROI were released during summer



Conclusions & Recommendations:

1. Movies Industry is a profitable business venture.
2. Horror, Mystery, Musical, Documentary and Thriller genres have the highest RoI.
3. Consider Summer releases.

Cont.

- Further research into streaming markets to determine what movies are most profitable in that domain would be highly beneficial.
- Examine data from 2020-2021 to see the impact that Covid-19 had on movie trends, as some of these may have a lasting impact on the market.

