

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

# PHASE 1: MICROSOFT MOVIE STUDIO PROJECT BY: JAMLECK MATHENGE NJOROGI

# INTRODUCTION.

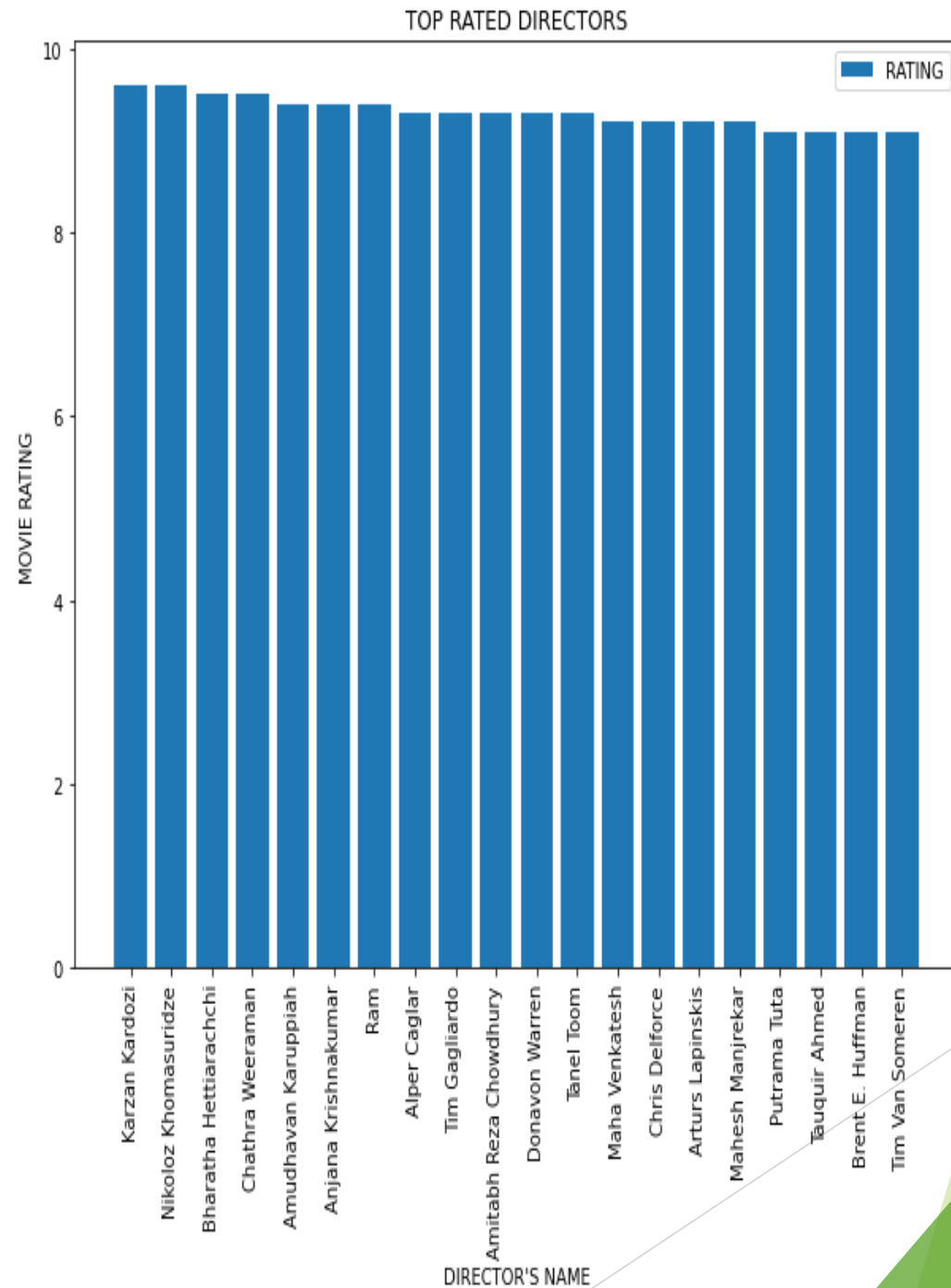
IN THIS PRESENTATION, I WILL SHARE MY VISUALISATIONS FROM THE ANALYSED DATA WHICH WILL ANSWER THE VARIOUS BUSINESS QUESTIONS.

# BUSINESS QUESTIONS.

- ▶ Which directors should Microsoft Studio employ in creation of movies?
- ▶ Which writers should Microsoft Studio employ in creation of movies?
- ▶ What is the best runtime range for movies?
- ▶ Which are the most preferred movie genres among movie fans?
- ▶ In which regions should Microsoft studio focus its movie marketing efforts?
- ▶ How does the movie ordering affect the number of movies watched?

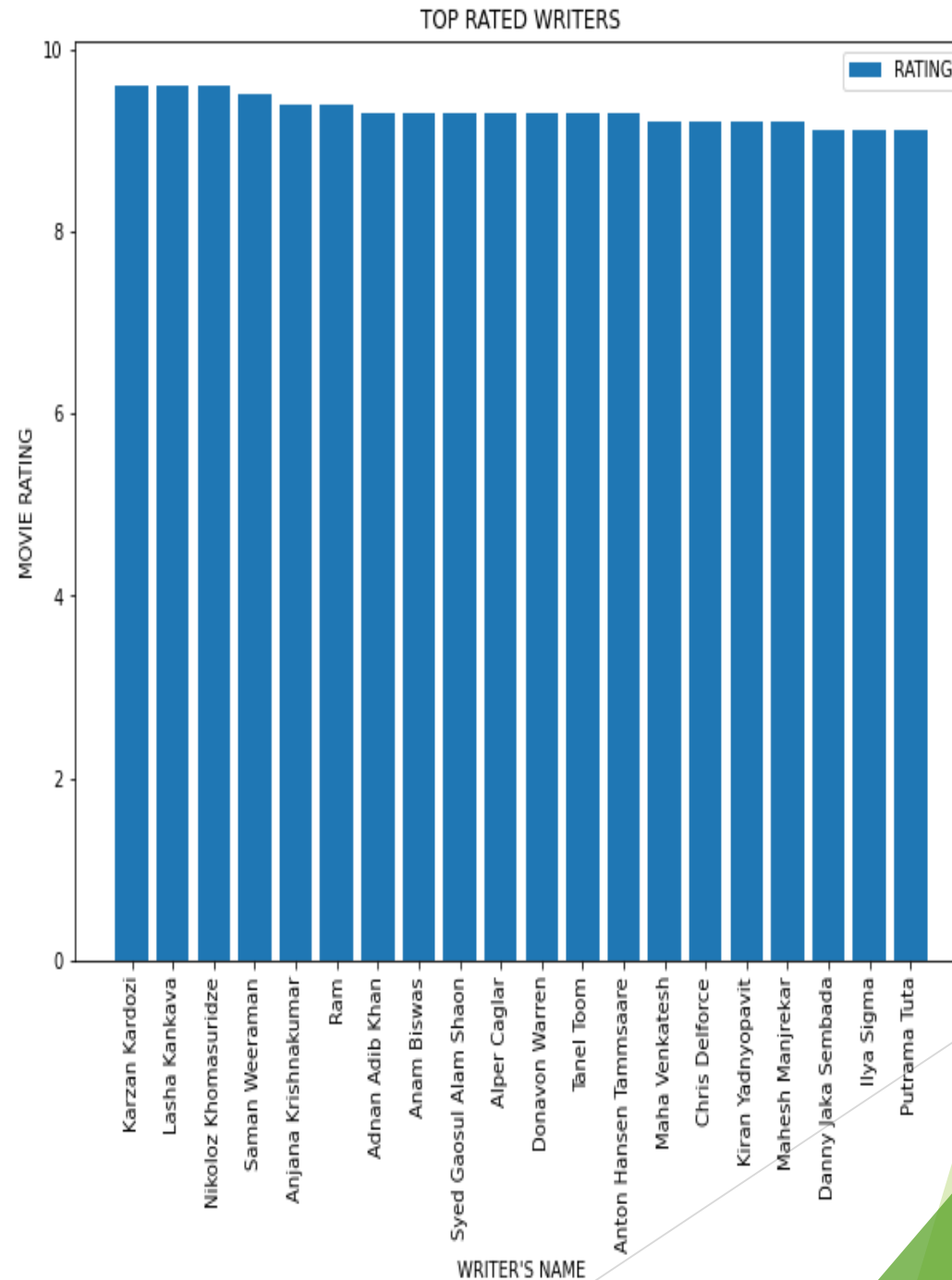
## VISUALIZATION 1

I recommend that Microsoft Studio employ directors who feature in the figure based on their availability and rating showed by the figure. This is because they have directed the movies with the best rating among movie fans.



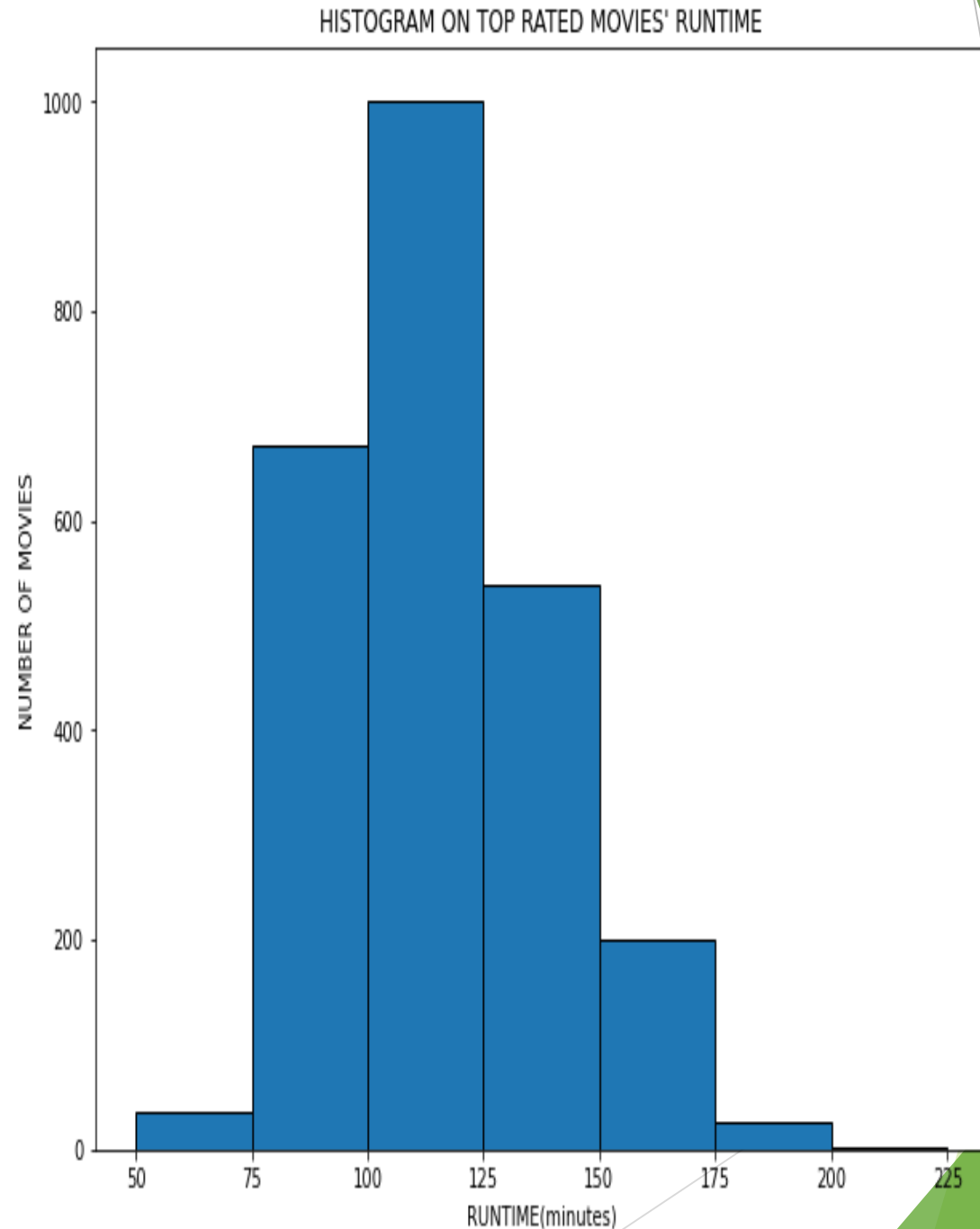
## VISUALIZATION 2.

I recommend that Microsoft Studio employ writers who feature in the figure based on their availability and rating showed by the figure. This is because they have helped create the movies with the best rating among movie fans.



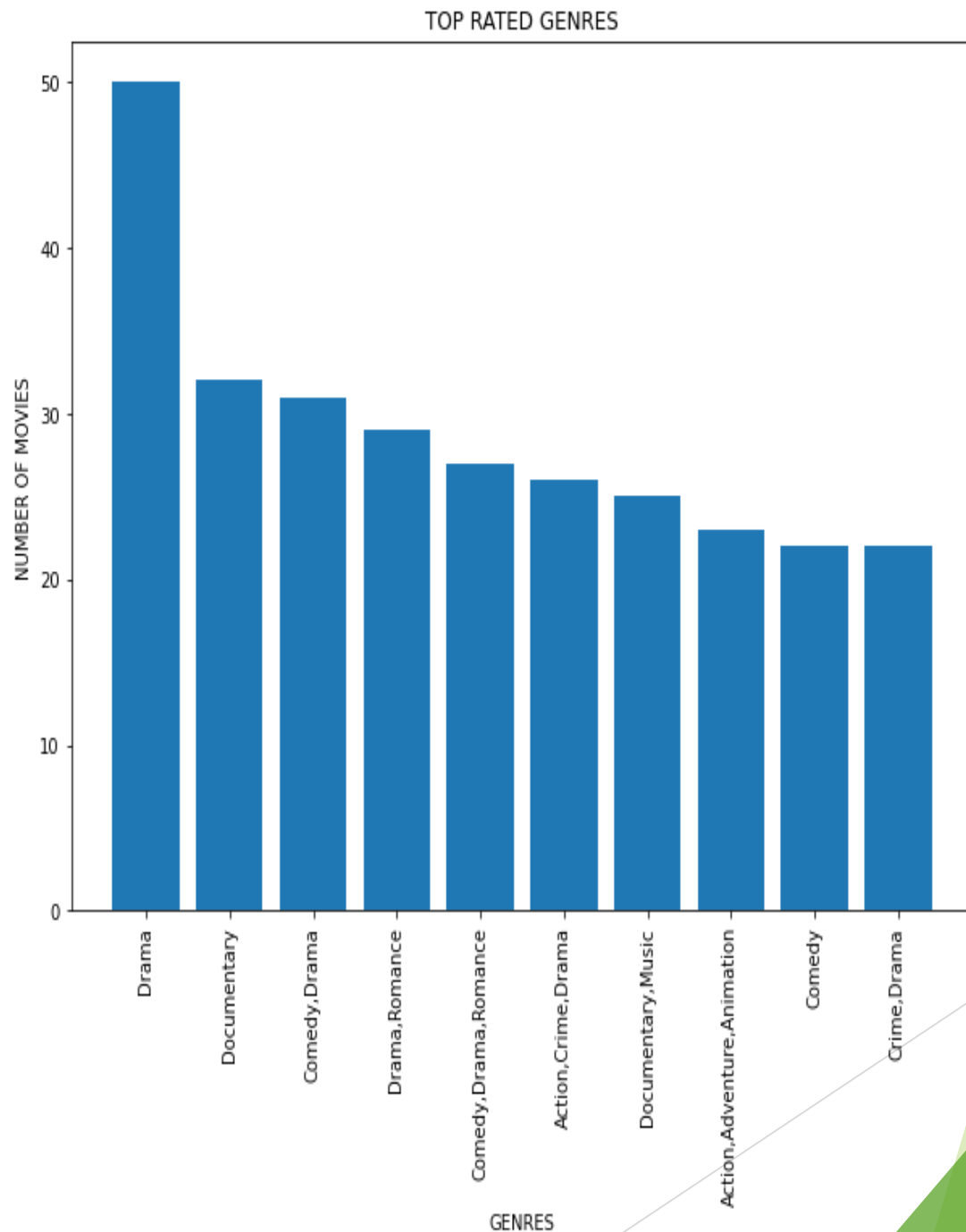
### VISUALIZATION 3.

I recommend that Microsoft Studio should create movies that have a runtime in the range of (100-125 minutes) . This is because my analysis has concluded that most of the top rated movies have a runtime in this range.



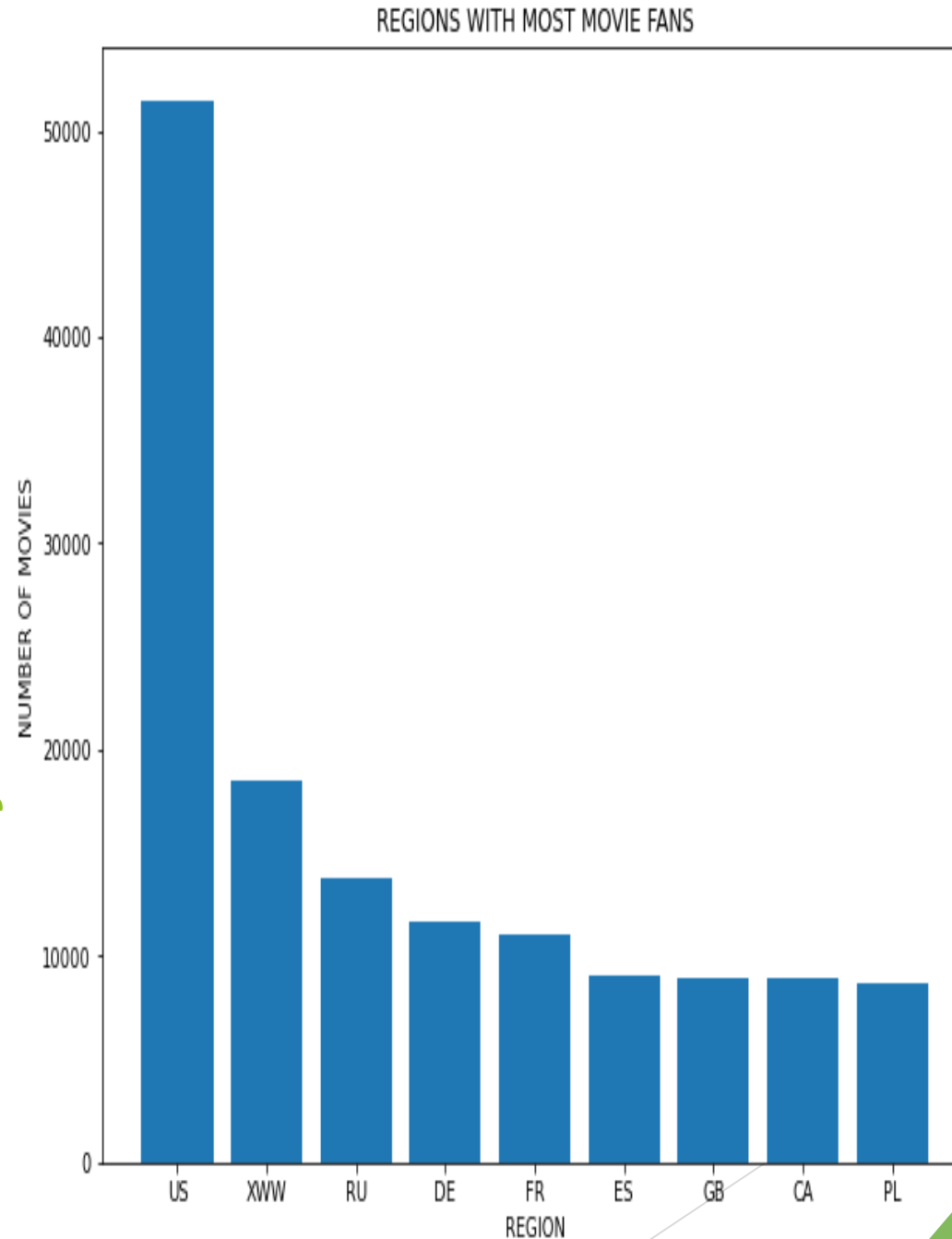
#### VISUALIZATION 4.

I recommend that Microsoft Studio should focus on the following movie genres (Drama, Documentary, Comedy-Drama, Drama-Romance, Comedy-Drama-Romance). This is because among the top rated movies this genres feature the most.



### VISUALIZATION 5.

I recommend that Microsoft Studio should focus their movie marketing in the following regions (US, XWW, RU, DE, FR). This is because they are the regions with the most movie fans.





## VISUALIZATION 6.

I recommend that Microsoft Studio should create movies with as little ordering as possible. This is because I found out in my analysis that the number of movies watched is inversely proportional to increase in ordering.

