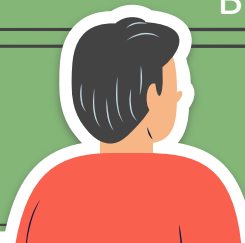




Helping Microsoft Start in the Movie
Business



Understanding, Problem & Solution



Business Understanding

Microsoft, as an American multinational technology company that produces computer software, consumer electronics, and personal computers, **wishes to enter the movie industry**



The Problem

Microsoft does not know how to analyze vast amount of data residing in a collection of databases to gain insight into the movie market. They want to extract valuable business insights that will help them make best tactical initial decisions.



The Solution

Pandas Soldiers Data Science Co.. who is led by CEO, **Jhonathan David Herrera-Shaikh**, a leader in this field to analyze databases and share business insights

TABLE OF CONTENTS

01

Databases

02

Methodology

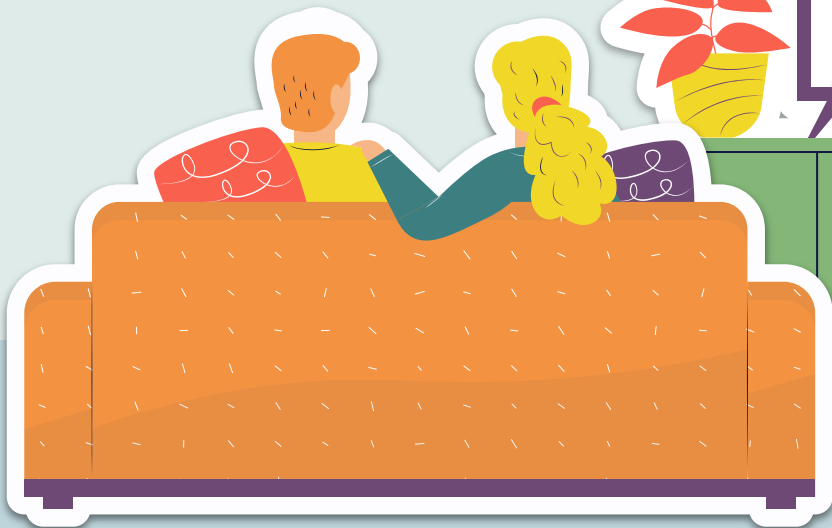
03

Visualization

04

Recommendations





Databases Used for Analysis- A broad view

1

Studio Gross

- 3,387 records of gross by movie and studio gross

2

BomGross

- 3,300 records of movies by studio, their foreign and domestic gross

3

Tn.Budget

- 5,782 records, by movie, productions budgets, and worldwide gross

4

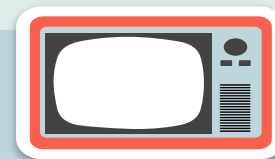
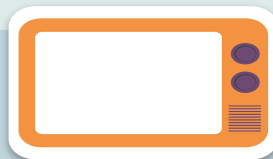
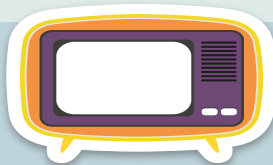
Opus

- 1,936 movie information by genres, and their budgets

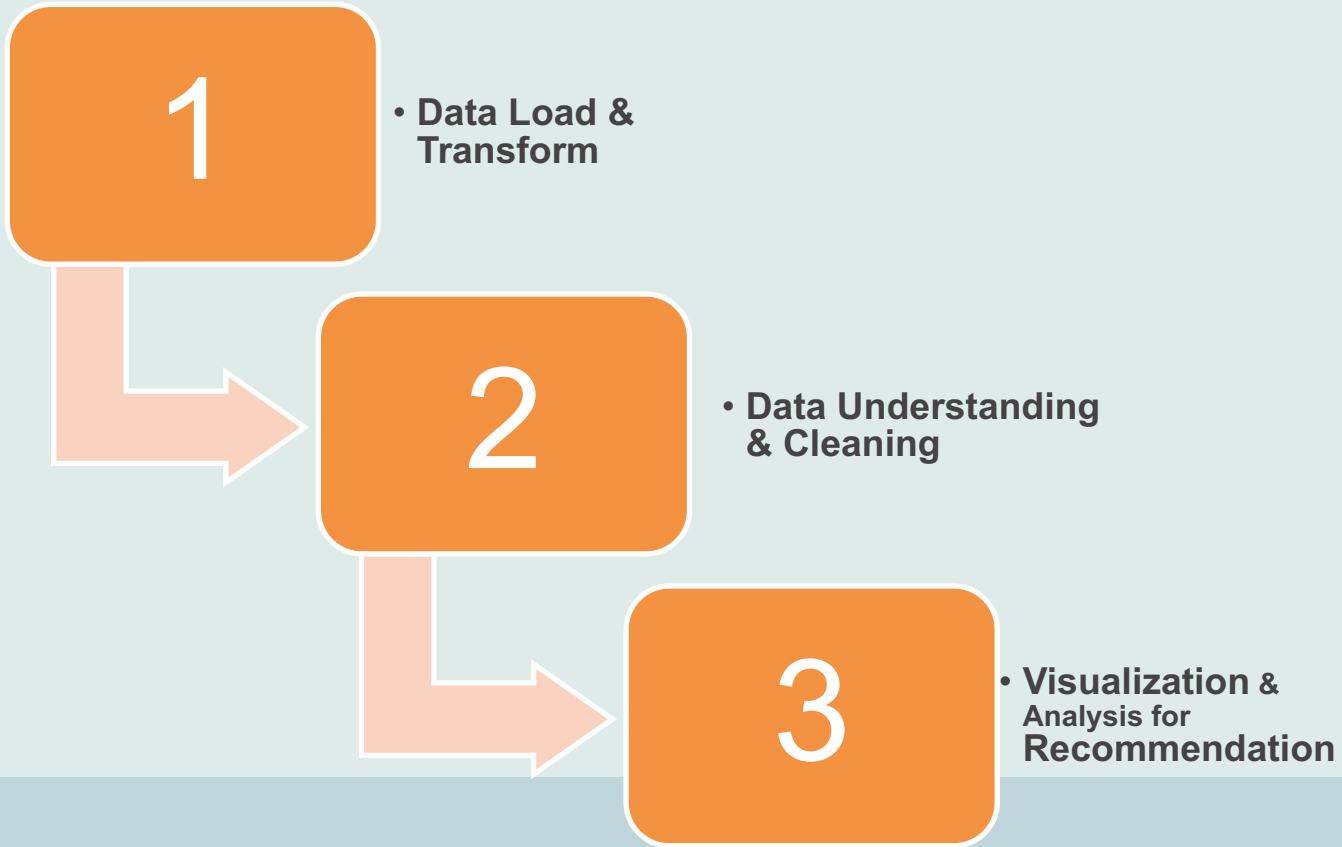
5

Title.basic

- 146,144 records of movie title, run_times and genres



Methodology



Few things to have in mind



You've got the data

We have 11 databases but
shortlisted to 5



KNOW THE WORLD

We are focusing on the
world



Baby stage

This is an initial step



Noise vs. Signal

To find the right signal



Additionally

More analysis is needed



Big Picture

Until we get it

What we did and how we did it

- Finding the top players in the market , your top competitors



A PICTURE IS
WORTH A
THOUSAND WORDS



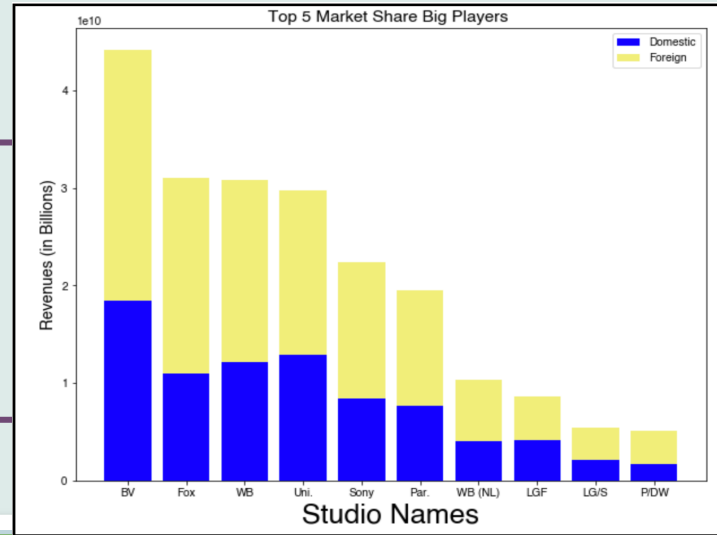
These are your top competitors

BV

1st Buena Vista,
historically subsidiary
of the Walt Disney
Company

Fox

2nd Fox.



WB

3rd. Warner Brothers

Uni

Uni 4th. Universal
Studios



Recommendation 1: Research and think Global

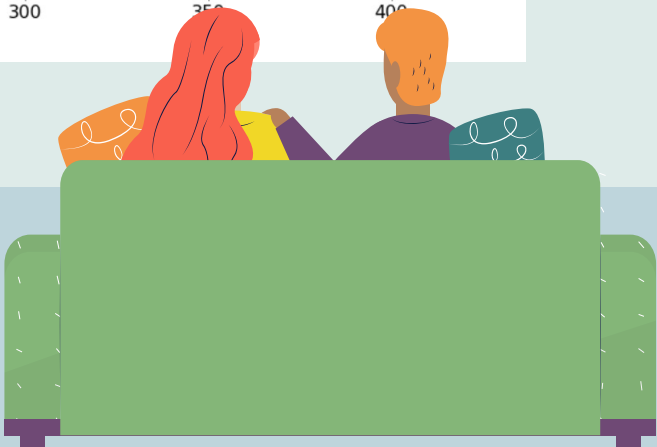
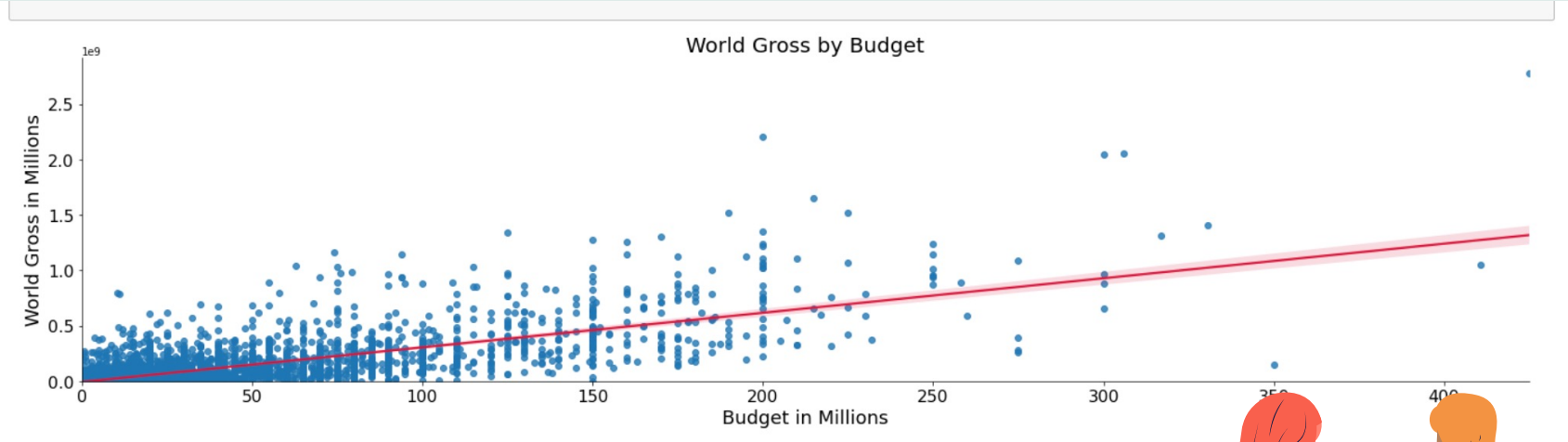


Microsoft must Play a Global Game

All of your competitors
play worldwide, you
should too, don't
focus only in the USA

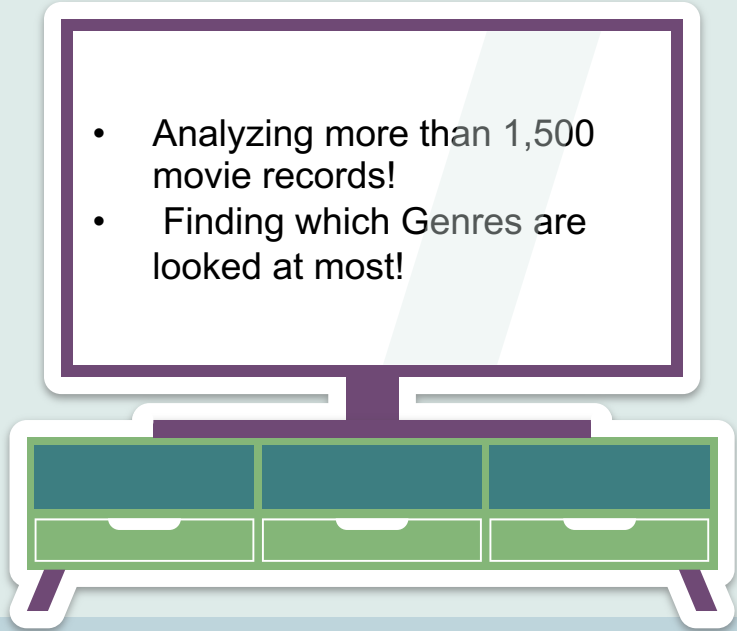
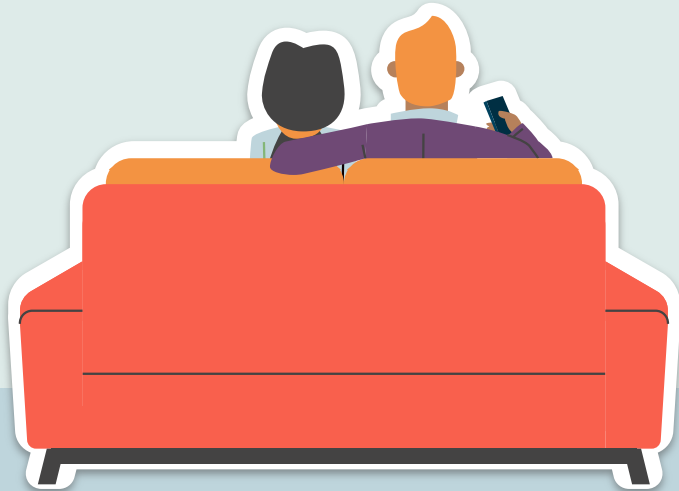


Recommendation: Linear Regression Shows A Budget Should Be Approx \$150 Million to \$270 Million- More Money Spend More Gross



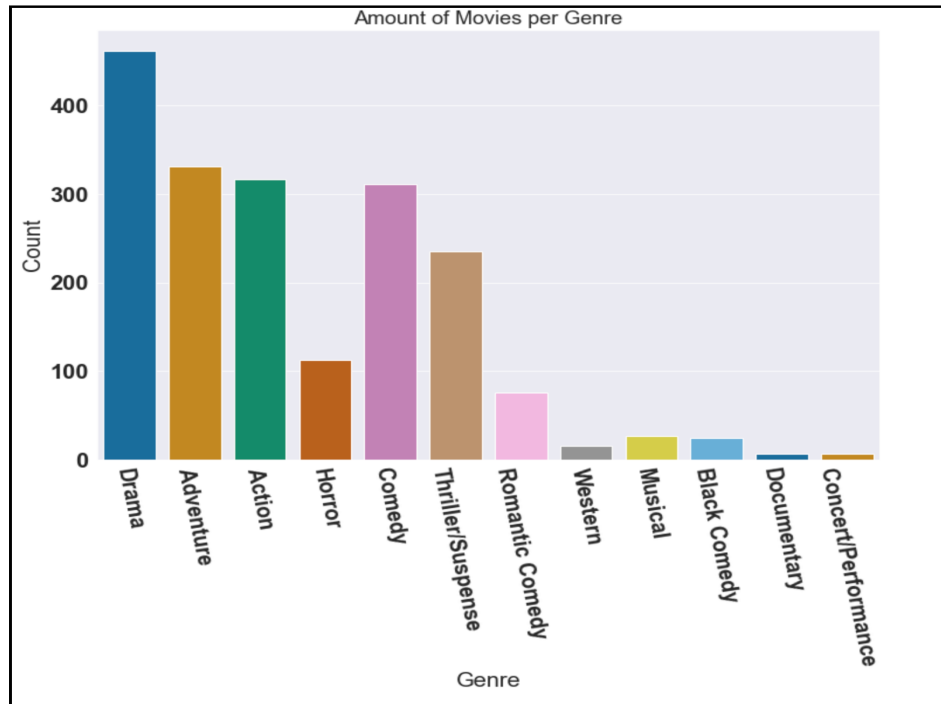
What we did next....

- Analyzing more than 1,500 movie records!
- Finding which Genres are looked at most!



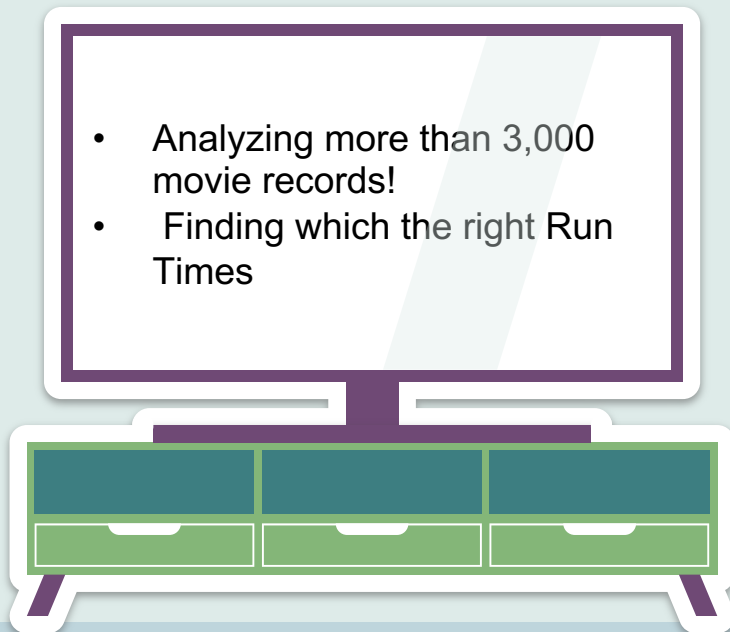
We found top Genres to focus your \$\$\$. Our Recommendation # 2 is to focus on Drama, Action, Adventure and Comedy

Genre	Stats
Drama	Hi
Action/Adventure	High-mid
Comedy	High-low



What we did next....

- Analyzing more than 3,000 movie records!
- Finding which the right Run Times



Recommendation 4: Do not focus on 1 hour long movies! Focus on 2 Hr Long movies as they have the Highest Gross

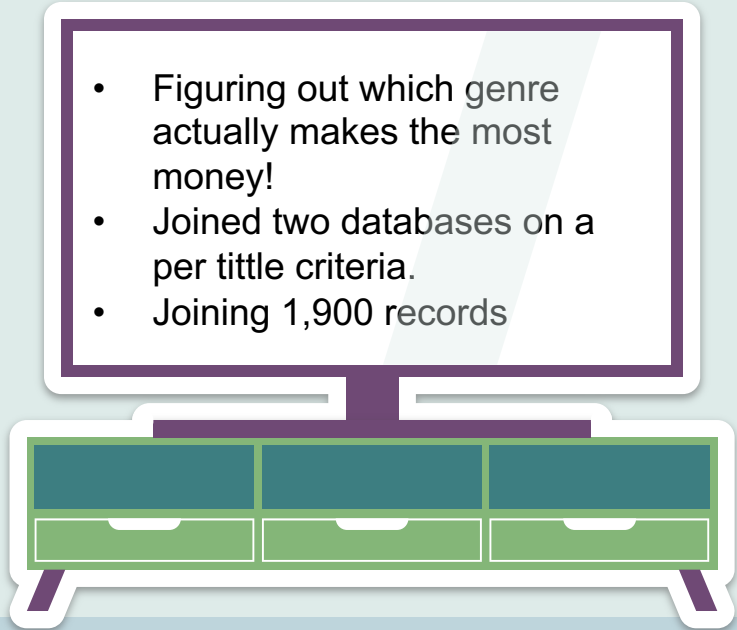


	Run Time	World Gross
Group 1	1 hour	\$ 65 MM
Group 2	1.5 hours	\$ 92 MM
Group 3	2.25 hours	\$ 204 MM
Group 4	3 hours	\$ 78 MM

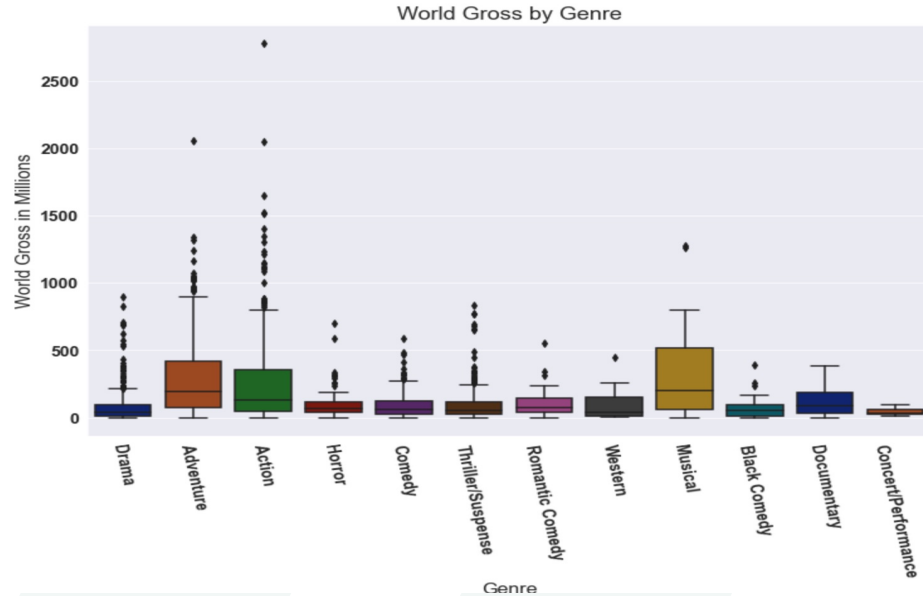


What we did next....

- Figuring out which genre actually makes the most money!
- Joined two databases on a per title criteria.
- Joining 1,900 records



Recommendation 5: Focus first on Adventure and Action Genres, =world gross is higher!





THANK YOU!



Thank you Microsoft we hope to have continued business!

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon** and infographics & images by **Freepik**

Do you have any questions?

Jhonathan David Shaikh
+91 620 421 838
PandasSuperData.com

