

# Movie Studio Analysis

## Business Problem

Your company now sees all the big companies creating original video content and they want to go to the movie studio, but they don't know anything about creating movies. You are charged with exploring what the market is like in the movie studio office. You must then translate those findings into actionable insights that the head of your company can use to create new movies.

## 1. Business Understanding

Key Stakeholders: Company head

## Objectives