

# Module 1 - Final Project Non-Technical Presentation

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# Problem Statement

Enter Film Industry

High Risk – High Reward

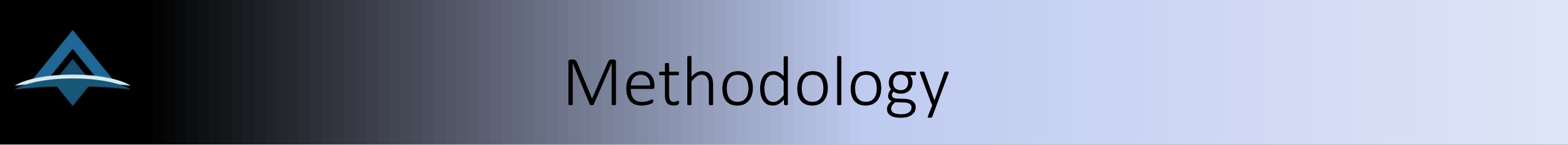


# Business Value

Reduce Risk

Define Direction

Opportunity to Outperform Expectations

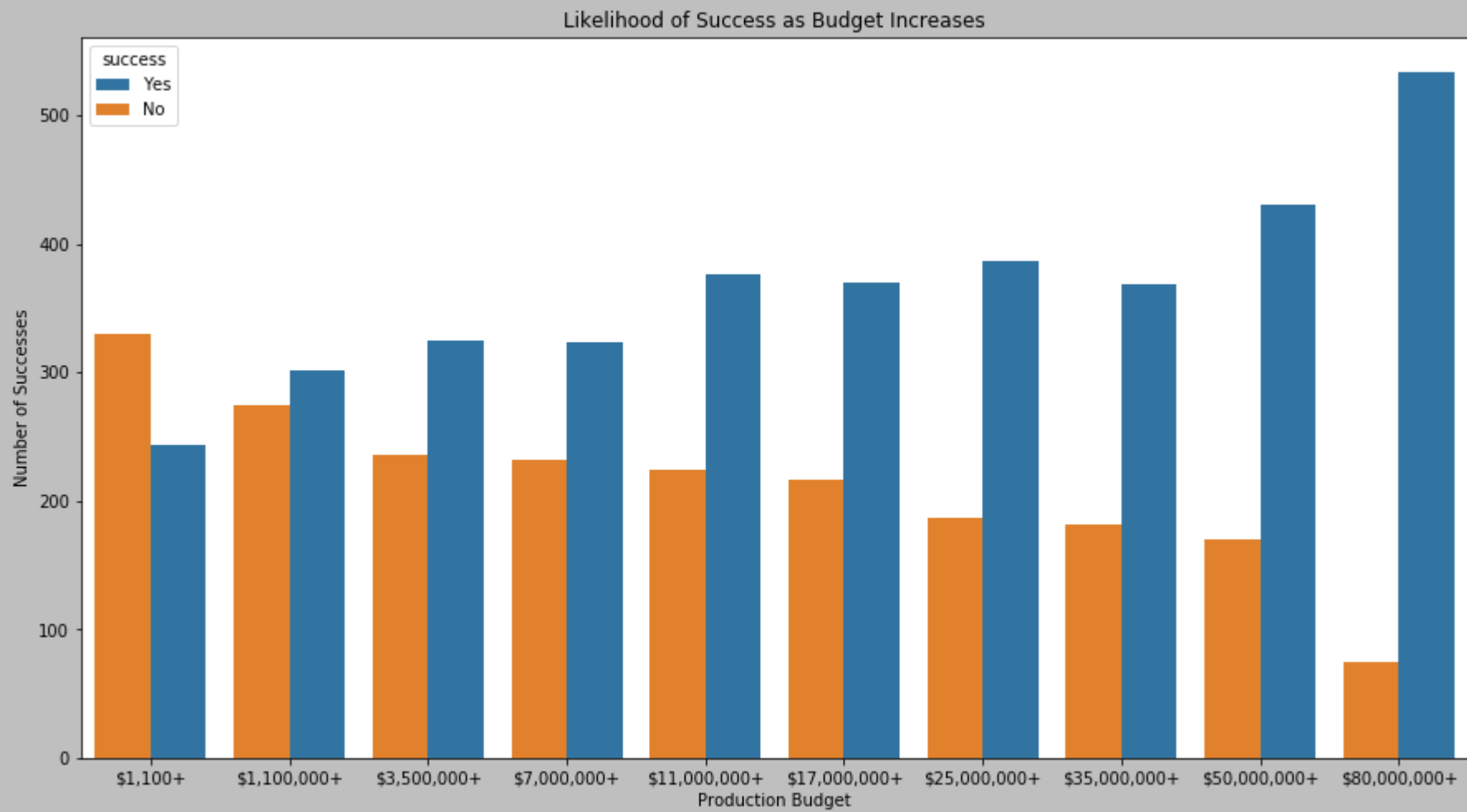


# Methodology

Data

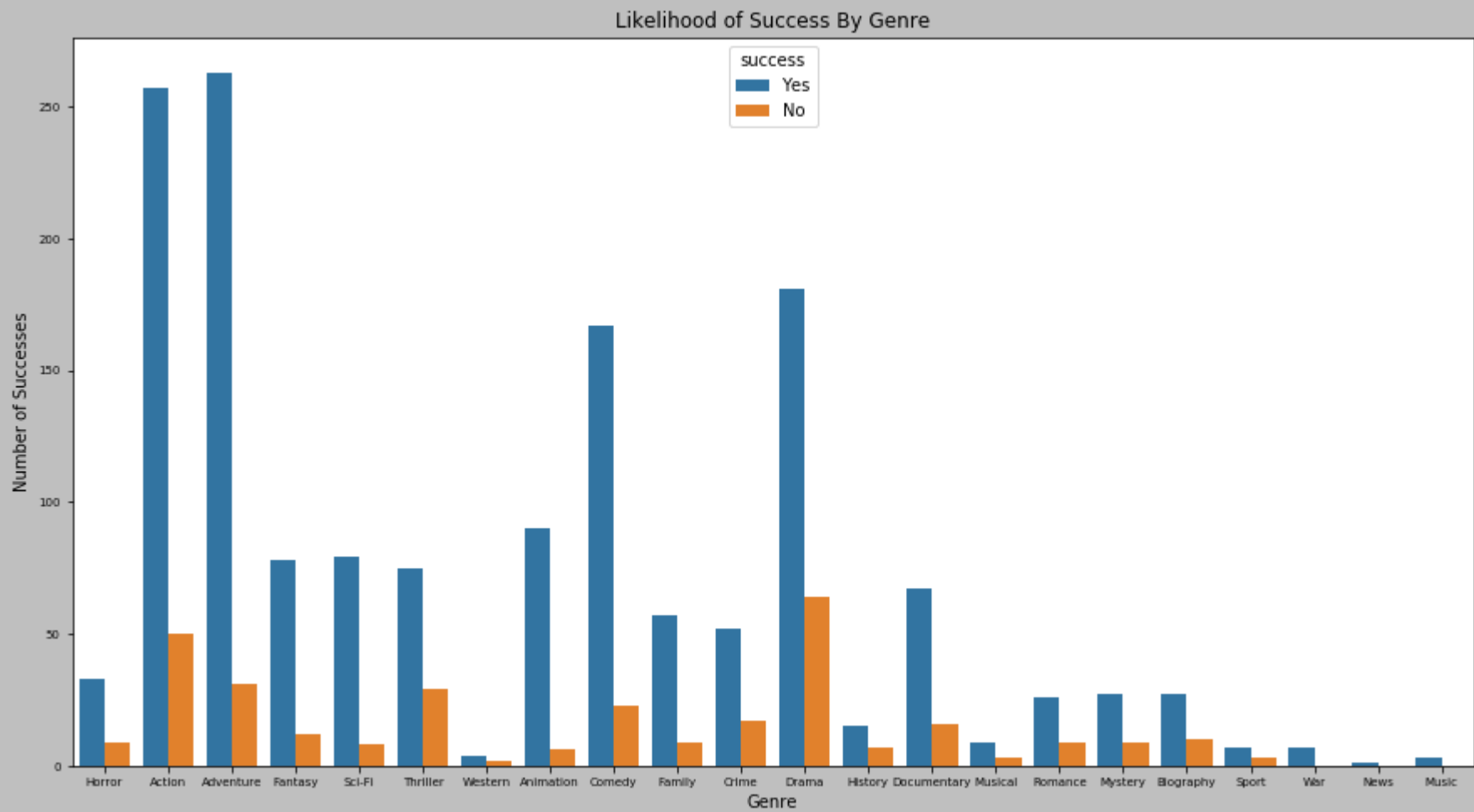
Identify high-risk Factors

Identify low-risk groups that have high performance



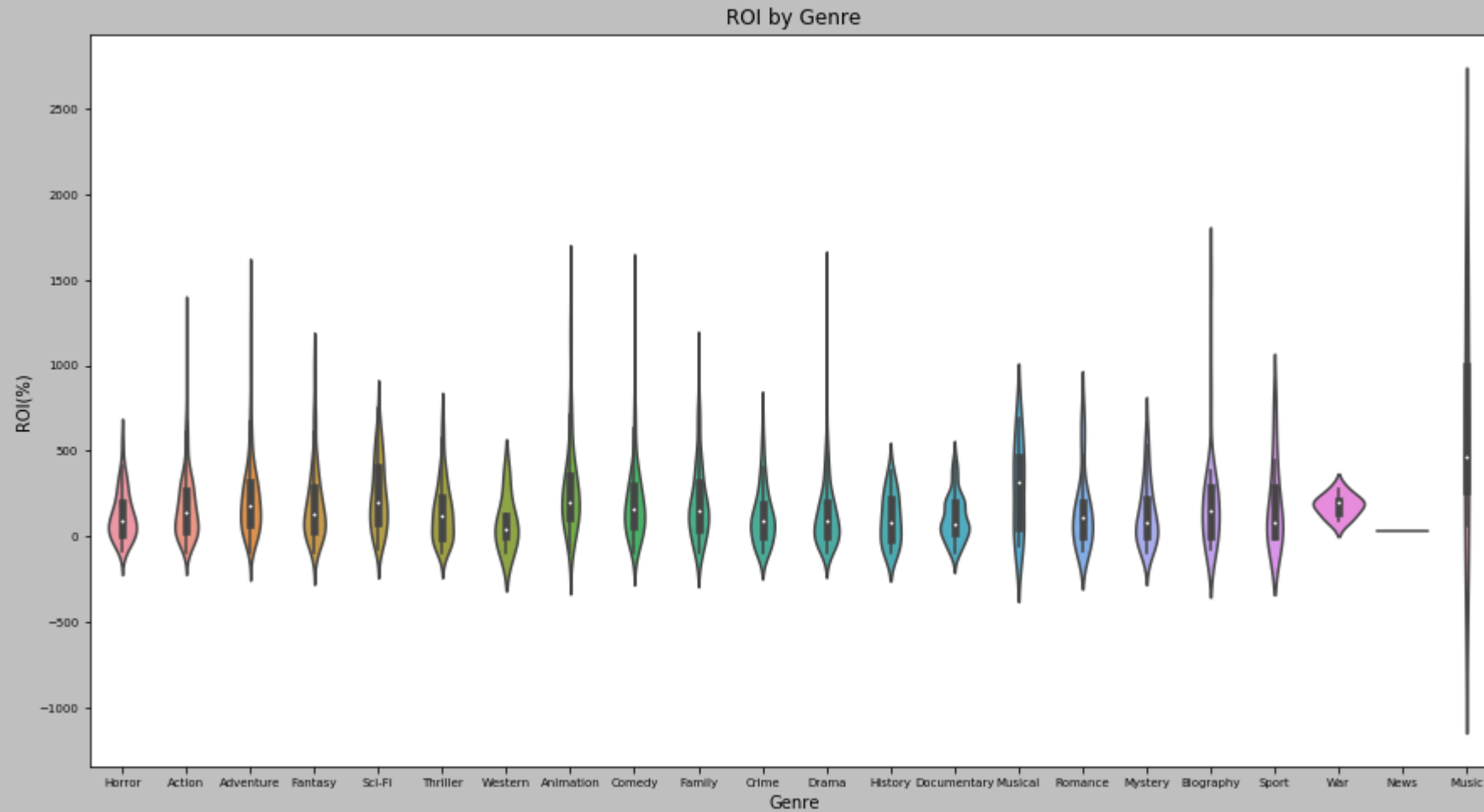


# Findings - Genre





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# Business Recommendations

Plan to invest at least \$50-80 million in each film

Focus on a mix of high-success genres





# Future Work

Combinations of genres

Release schedules

More Data



Thank You