MICROSOFT MOVIE RECOMMENDATION SYSTEM

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INTRODUCTION

The stage is set, the cameras are rolling, and the future of Microsoft's cinematic journey rests upon this insightful analysis.

PROBLEM STATEMENT

1. Leverage Data-Driven Insights and Market Trends.

2. Optimizing Film Production Strategy.

3. Facilitating Informed Decision-Making for Financial Success.

OBJECTIVES

MAIN OBJECTIVE

To demonstrate how other movie data may affect Microsoft's movie recommendation system that will be used to leverage the data-driven insights and market trends.

SPECIFIC OBJECTIVES

- Optimize Film Production Strategy.

- Facilitate Informed Decision-Making for Financial Success.

PATTENS AND FINDINGS
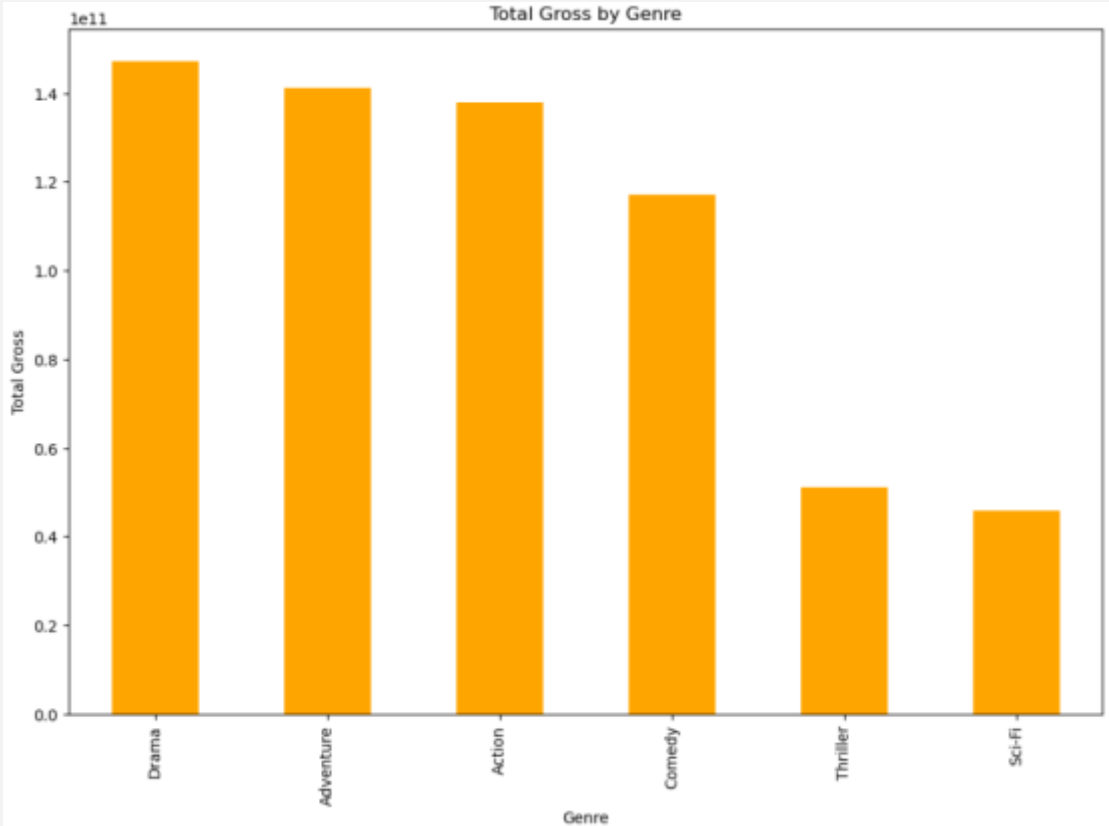
STEP 01

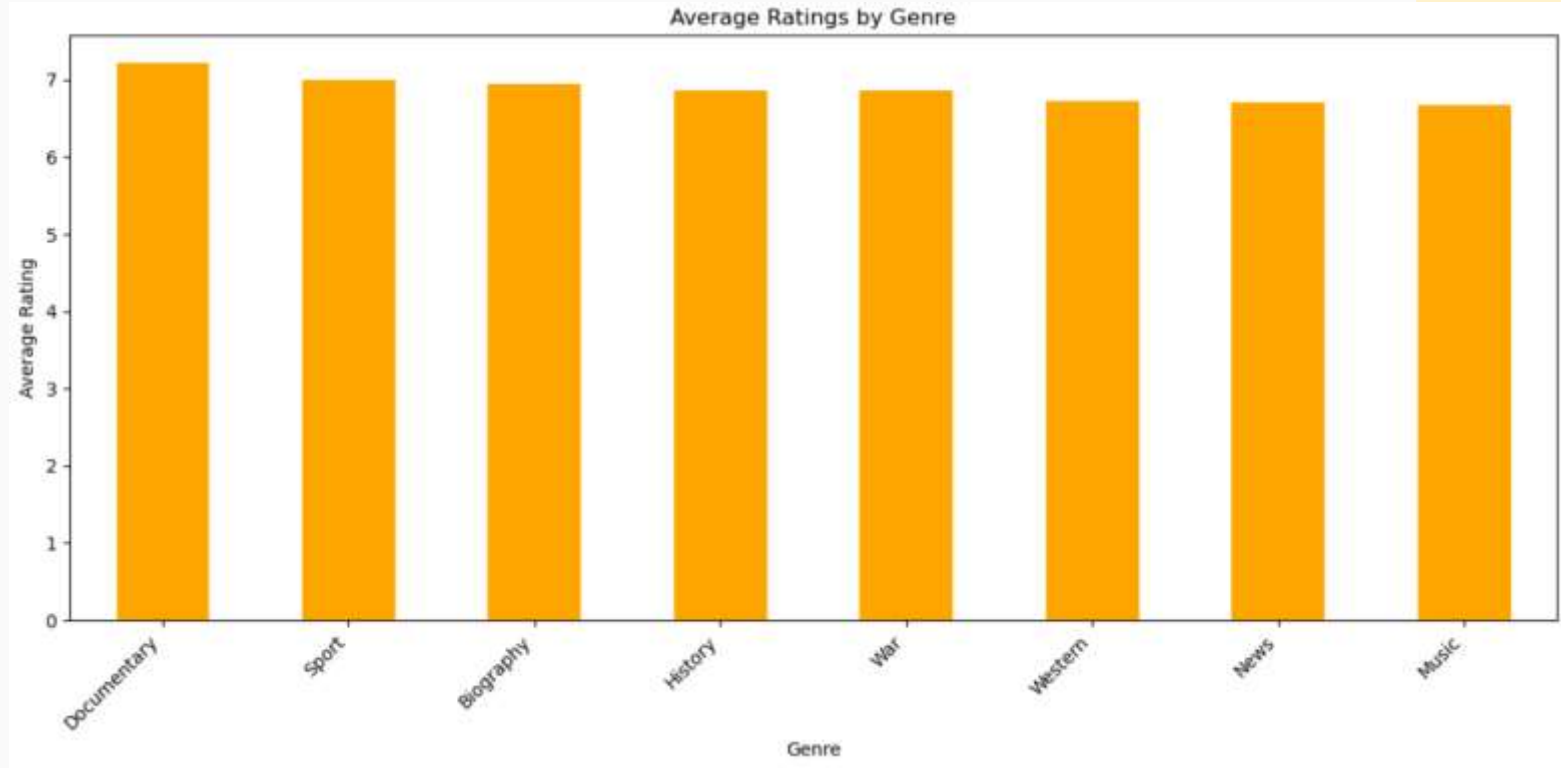Data Understanding

STEP 02

Data Preparation

STEP 04

Evaluation and Conclusion

STEP 03

Data Modelling

Total Gross by Genre

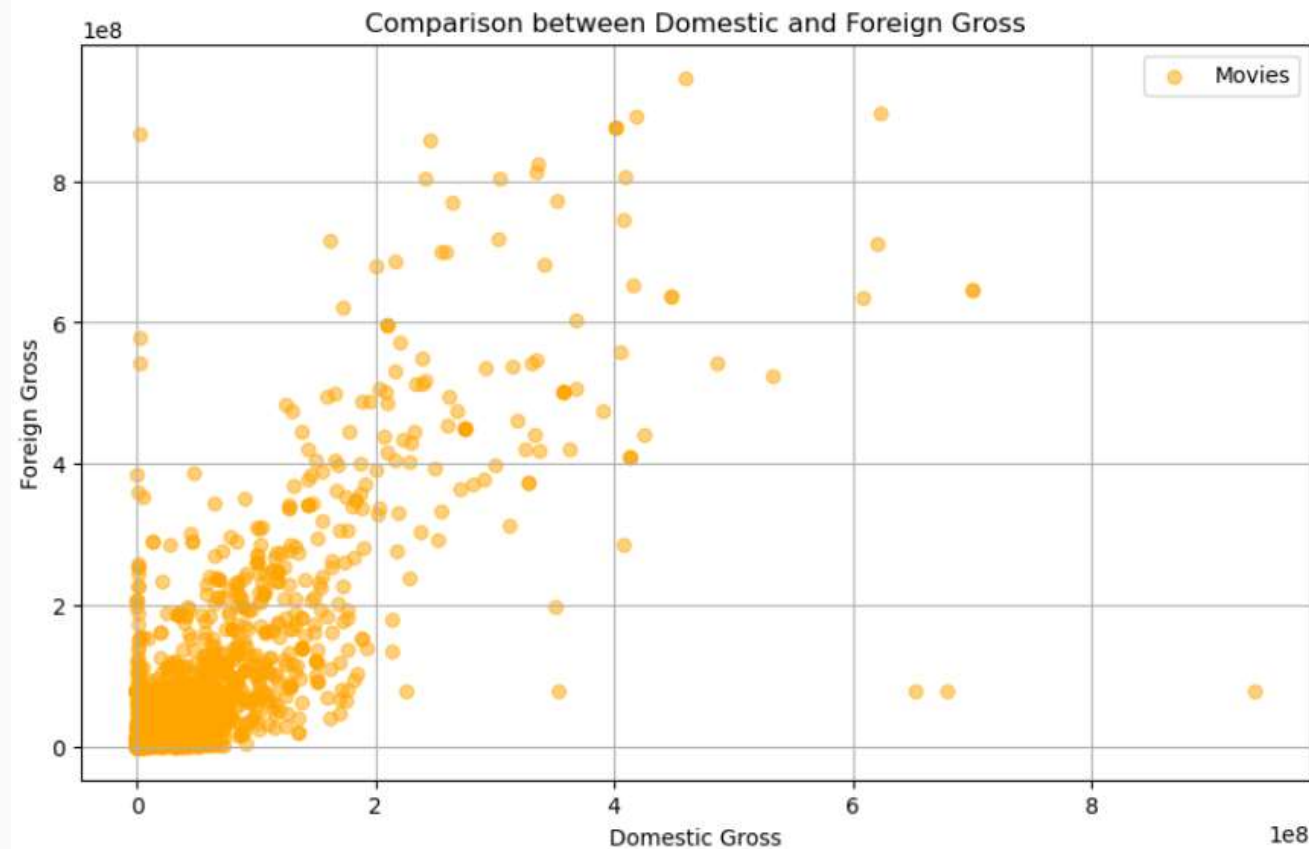# RATINGS BY GENRE

Average Ratings by Genre

Scatter plot showing a visual representation of the relationship between the domestic gross and foreign gross earnings of movies.

A

Using Strategic methods will make audience production analysis to emphasize successful genres, guiding studios to produce more movies in areas that receive positive evaluations.

B

Effective risk mitigation strategies, will foster a cautious approach in genres with consistently poor ratings.

C

Well informed decisions in film development will utilize data-driven insights to make informed decisions in film development.

RECOMMENDATIONS

1. Implement Strategic Filmmaking:

This will guide studios to produce more movies in genres that have received positive evaluations.

2. Adopt Effective Risk Mitigation Strategies:

Effective risk mitigation strategies will help handle genres with consistently poor ratings.

3. Continuous Monitoring and Adaptation:

This will ensure that strategies are dynamic and can be adjusted in response to changing audience preferences.

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