RECOMMENDATION FOR MICROSOFT NEW MOVIE STUDIO
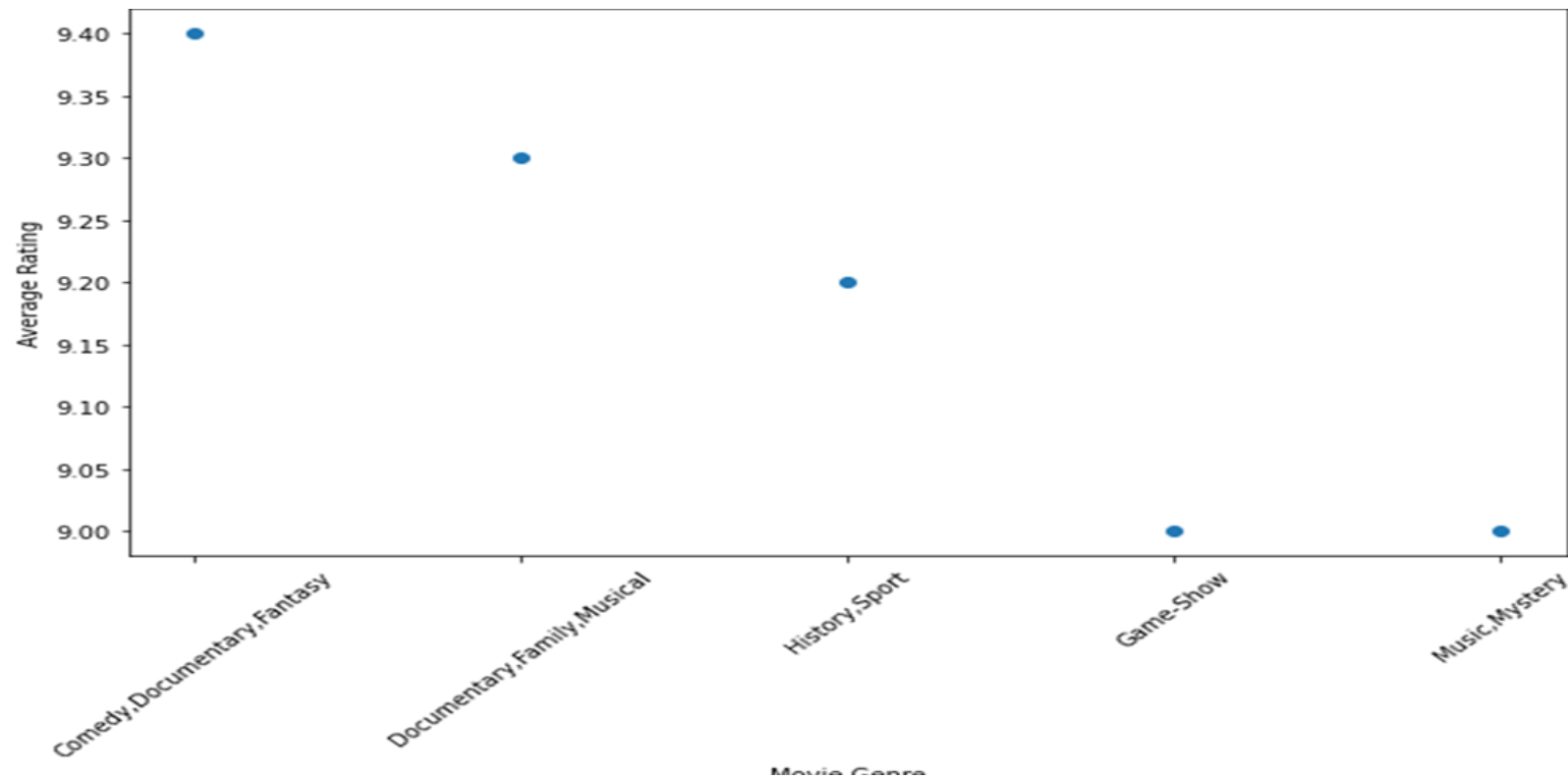
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Introduction and problem

- Microsoft is inspired to create a movie studio by big companies creating original video content

- The challenge is knowing how to venture into the movie production field

- Purpose of analysis is to analyze data on best movies in box office to offer actionable insights

- Data analysis will leverage data analytics & offer recommendations on what to best action for Microsoft
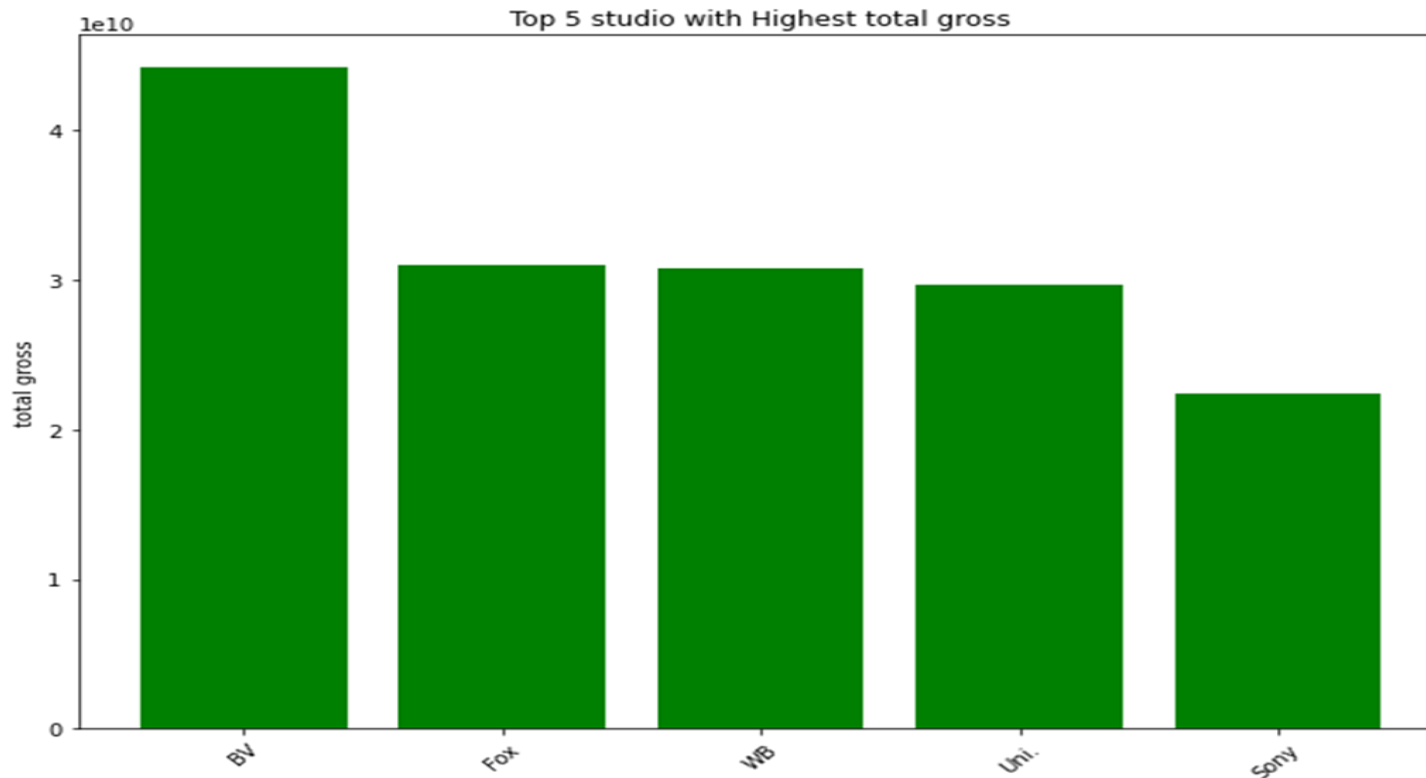
Best Genre

- Best performing movie genres rank as follows
- Comedy documentary fantasy, documentary family musical, historical sports, game-show & music-mystery
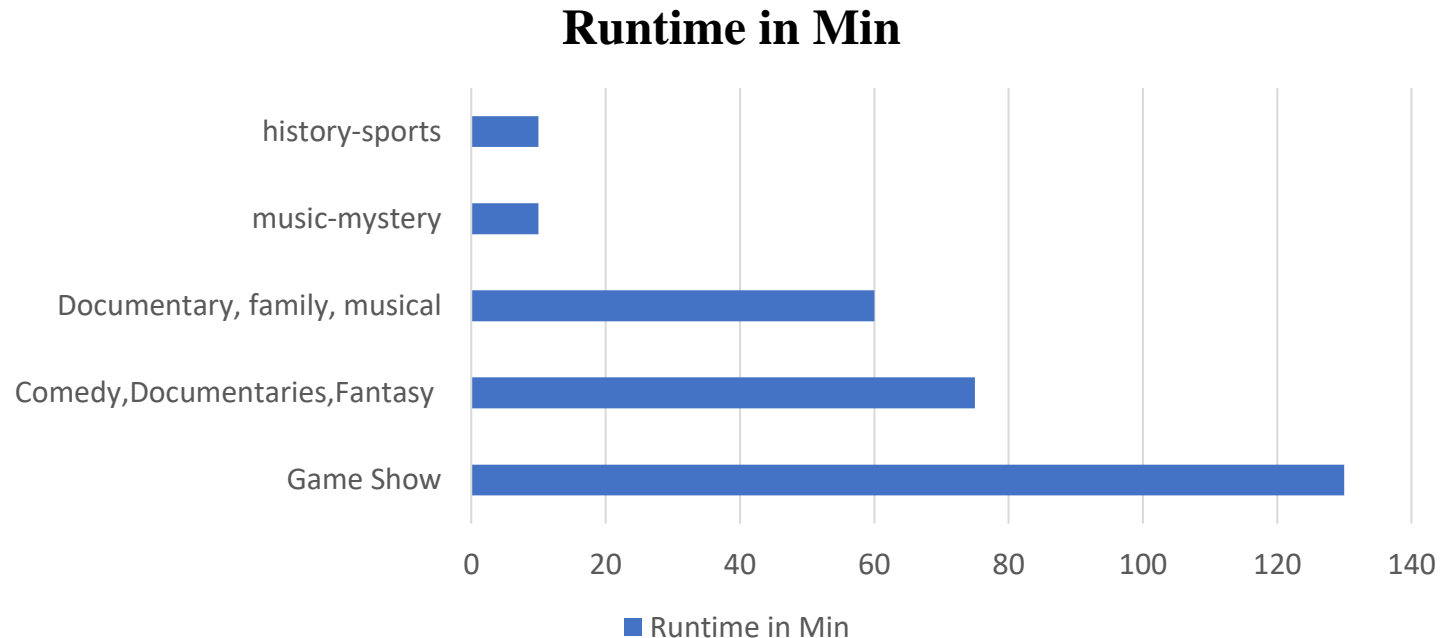
Best Studio

- Analysis shows that there currently are a wide range of movie studios on market.
- the studios are ranked based on their income as shown in bar graph below

Suitable Video Length

- The different genres of movies were analyzed based on runtime
- Movies with highest runtime includes the music-mystery, game-show, history-sport, documentary family musical & comedy, documentary fantasy.

Runtime in Min

Conclusion and Recommendations

- The analysis provides highly informative information for Microsoft which informs the following recommendations

✓Create comedy, documentary fantasy movies in respect to genre

✓Use the BV studio to produce the movies or to collaborate for skills & experience

✓The movies should run for a between 60-80 minutes