

MICROSOFT MOVIE START-UP ANALYSIS

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Overview

Microsoft corporation intends to venture into movie production business.

This is an analysis to determine the best product categories.

Data Understanding

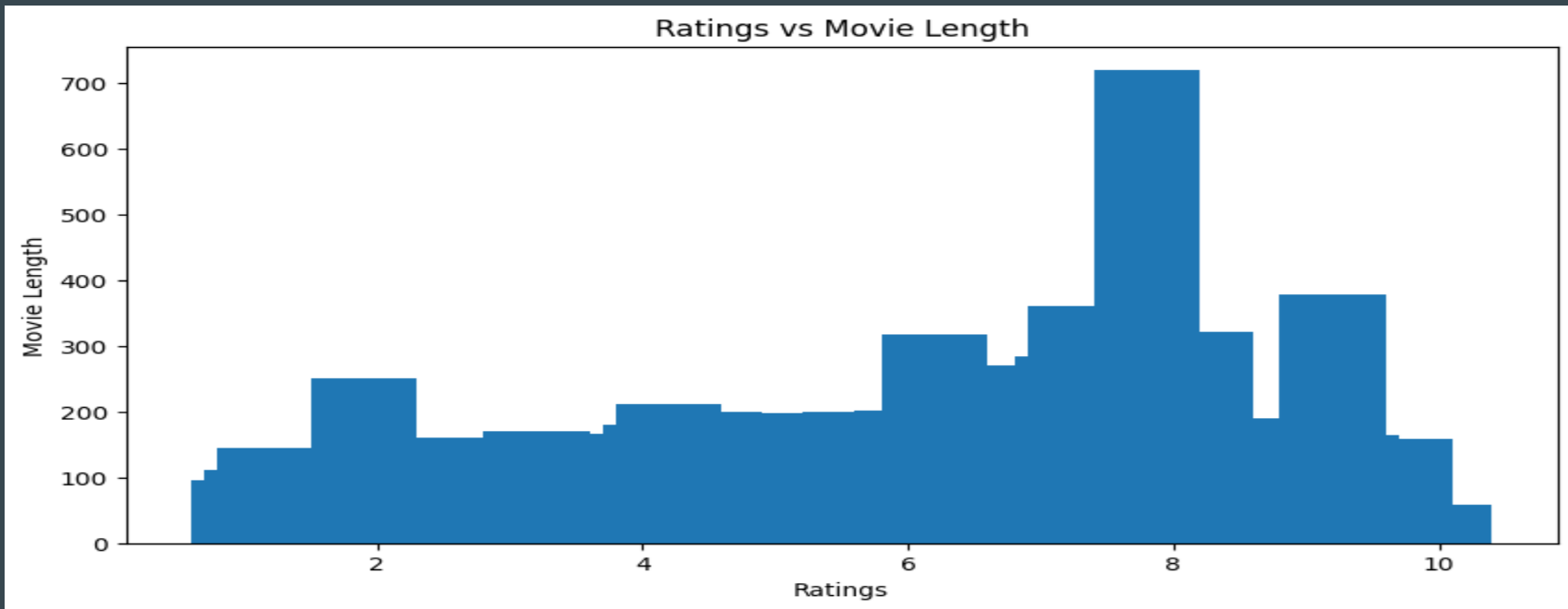
The data is from three of the most popular movie rating and analysis websites:

1. 'IMDB',
2. 'The MoviesDB', and
3. 'Rotten Tomatoes'

The success of movies will be rated by customer satisfaction represented here as movie ratings.

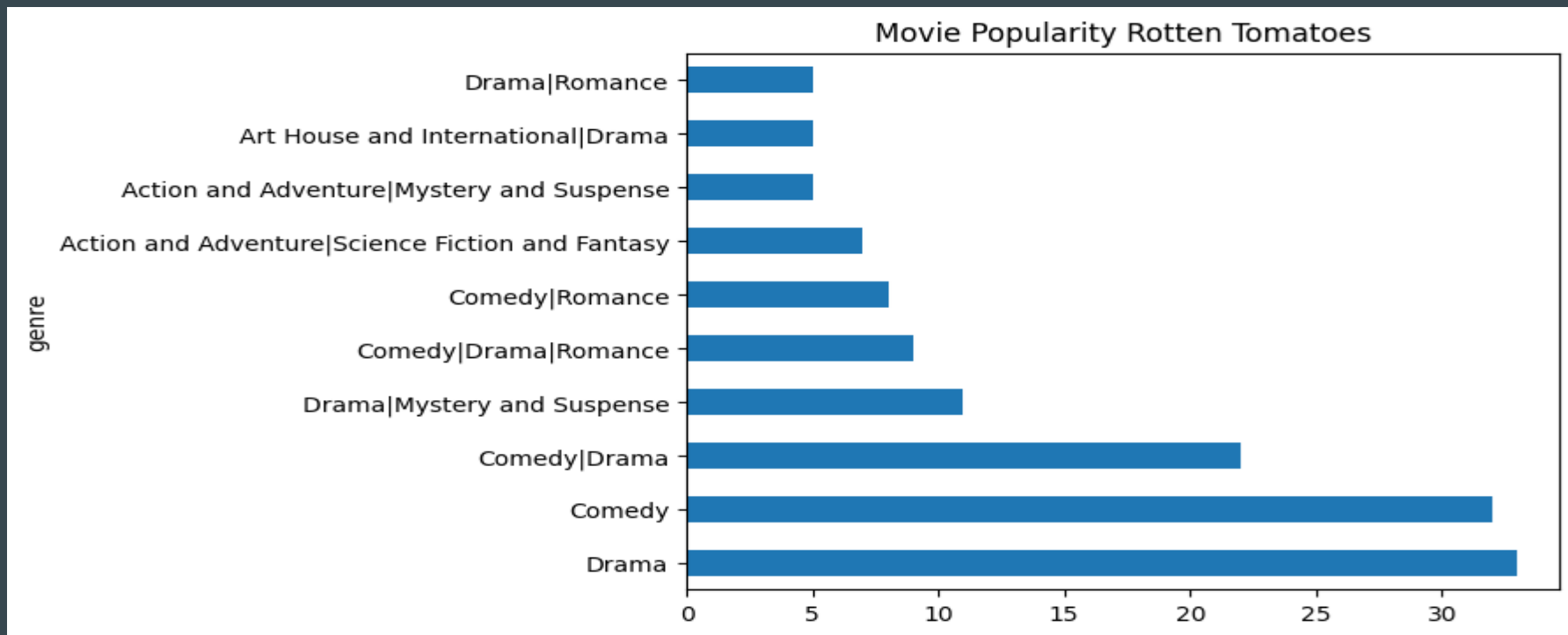
Conclusions

Movie length should be ideally between 50 to 200 minutes. Movies with this length have the highest ratings.



Conclusions

The most produced movie genre is Drama and Comedy which seem largest market.



Conclusions

Most movies are of English language.

