

# Turner Classic Movies



# Recommendation System

December, 2023

# Team



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# Agenda



**01**

**BUSINESS OVERVIEW**

**02**

**MAIN TAKEAWAY**

**03**

**DATA OVERVIEW**

**04**

**DATA ANALYSIS**

**05**

**RECOMMENDATIONS**

**06**

**INSIGHTS**

# Business Overview

Turner Classic Movies annual revenue of \$200 million.

Rapidly changing streaming environment.

Content exposure for new audience.





# Main Takeaway

ML Models will help drive business choices and customer engagement.



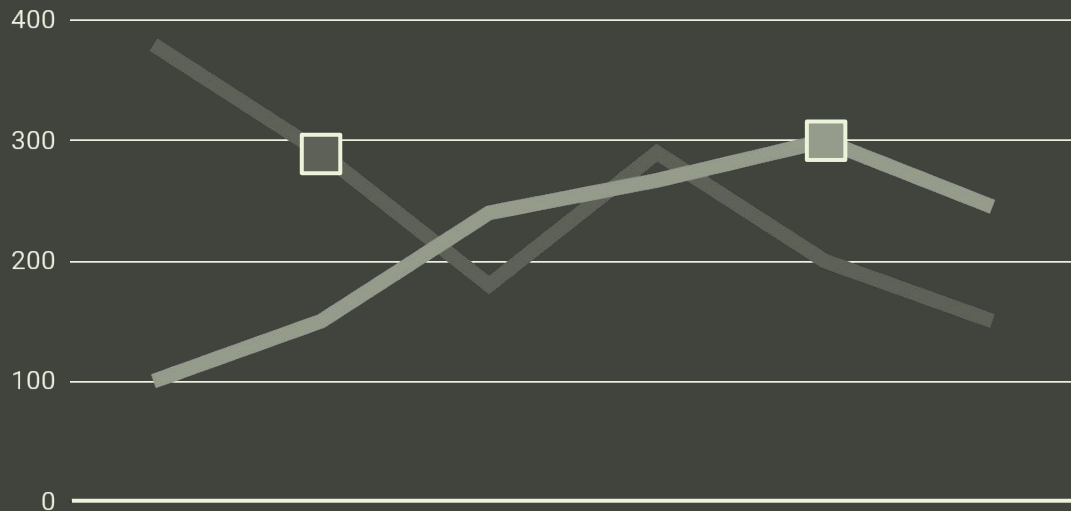
01

# BUSINESS OVERVIEW

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# MARKET TRENDS



Follow the link in the graph to modify its data and then paste the new one here. **For more info, click here**

290k

## MERCURY

Mercury is the smallest planet

300k

## MARS

Mars is actually a very cold place

# PROBLEM VS. SOLUTION



## PROBLEM

Mercury is the smallest planet and the smallest one in the Solar System



## SOLUTION

Venus has a beautiful name and is the second planet from the Sun





# COMPETITORS

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**A**

**MARS**

Despite being red,  
Mars is actually a  
very cold place

**B**

**JUPITER**

It's a gas giant and  
the biggest in the  
Solar System

**C**

**MERCURY**

It's the closest planet  
to the Sun and the  
smallest one



## THEM

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than our Moon



## US

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot and its atmosphere is poisonous



“This is a quote. Words full of wisdom that someone important said and can make the reader get inspired.”

—SOMEONE FAMOUS





02

# MARKET ANALYSIS

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here if you need it



# TARGET



60%

**MERCURY**

It's the smallest planet



40%

**NEPTUNE**

It's a gas giant

## FAVORITE GENRES

Venus has a beautiful name  
and is the second planet



20%



40%



80%



# MARKET SIZE



25%



**SATURN**

Saturn is a gas giant  
and has several rings

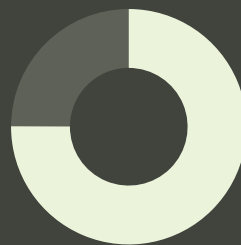
50%



**MARS**

Despite being red, Mars  
is a very cold place

75%



**VENUS**

Venus is the second  
planet from the Sun

# MARKET SHARE

4.000

## MERCURY

Mercury is the closest

5.600

## MARS

Mars is a cold place

3.500

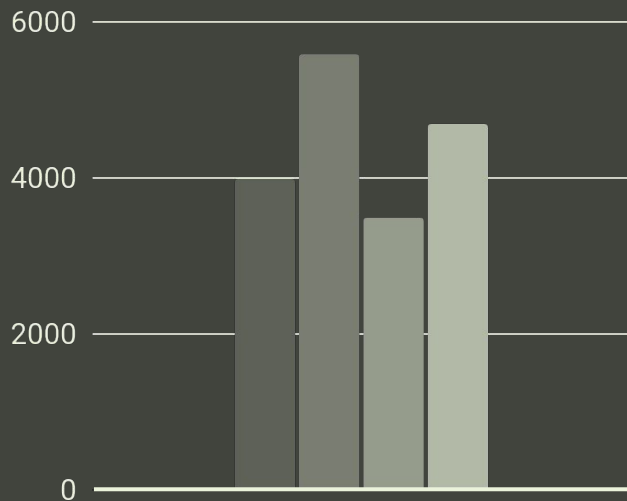
## JUPITER

Jupiter is a gas giant

4.700

## NEPTUNE

Neptune is a gas giant



Follow the link in the graph to modify its data and then paste the new one here.

**For more info, click here**



# COMPETITION ANALYSIS



VENUS	<input type="checkbox"/>	<input checked="" type="checkbox"/>	It has a poisonous atmosphere
JUPITER	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Venus is the second planet
MARS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Mars is a very cold place
MERCURY	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Mercury is the smallest planet

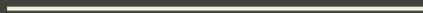




03

# MARKETING PLAN

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here if you need it



# OUR SERVICES

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## MERCURY

It's the smallest one  
in the Solar System



## VENUS

Venus is the second  
planet from the Sun



## NEPTUNE

It's the farthest  
planet from the Sun



## SATURN

Saturn is composed  
mostly of hydrogen



## JUPITER

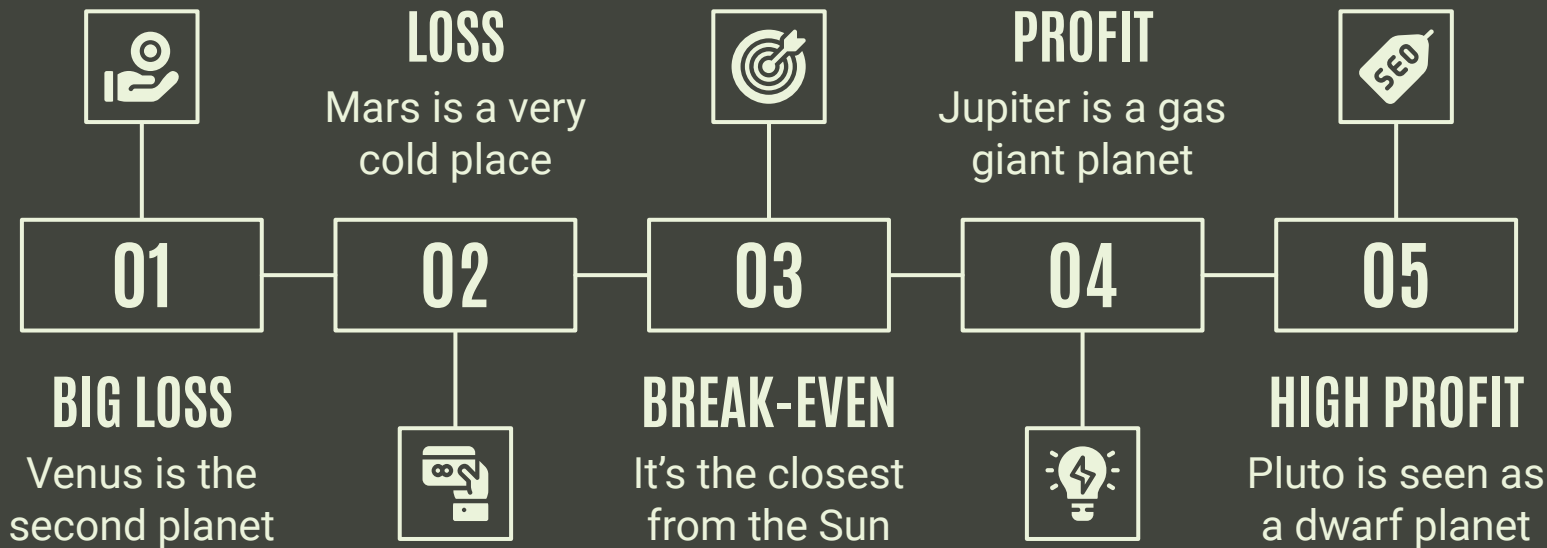
Jupiter is the biggest  
planet of them all



## MARS

Despite being red,  
Mars is a cold place

# BREAK-EVEN ANALYSIS



# OUR PLANS



## BASIC

Venus is the second planet from the Sun

**\$19**



## STANDARD

Despite being red, Mars is a cold place

**\$29**



## PREMIUM

Mercury is the closest planet to the Sun

**\$39**



## PRO

Jupiter is the biggest planet in the Solar System

**\$79**

# SALES AND DISTRIBUTION



**MERCURY**  
Mercury is the  
smallest planet

01



02

**JUPITER**  
Jupiter is the  
biggest planet

**MARS**  
Mars is actually  
a cold place

03



04

**NEPTUNE**  
Planet Neptune  
is a gas giant

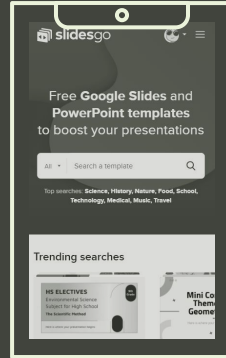


# ADVERTISING AND PROMOTION



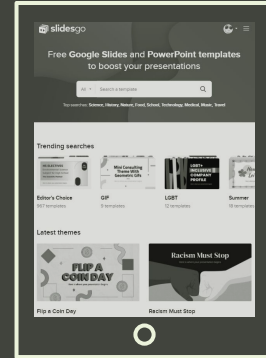
## ADVERTISING

Mars is actually a  
very cold place



## PUBLIC RELATIONS

Jupiter is the biggest  
planet of them all



## ONLINE

The Earth is the only  
planet with life

You can replace the image on the screen with your own work. Just right-click on it and select “Replace image”



# AWESOME WORDS





**A PICTURE IS  
WORTH A  
THOUSANDS  
WORDS**







04

# MANAGEMENT PLAN

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# OUR TEAM



**THONY SU**

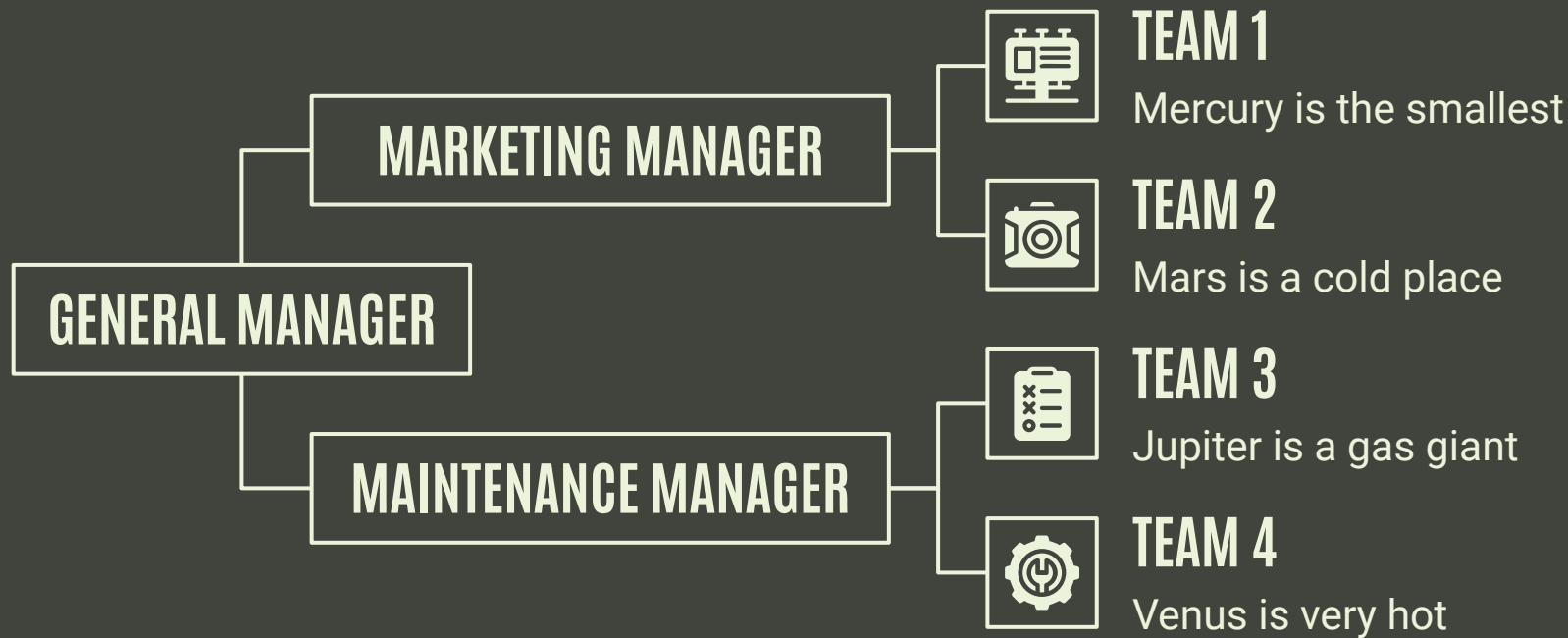
Here you can talk a bit  
about this person



**OLÍVIA PATH**

Here you can talk a bit  
about this person

# ORGANIZATIONAL CHART



# OUR PARTNERS



2.100 

**JUPITER**

Jupiter is a  
gas giant



 2.900

**MERCURY**

Mercury is the  
smallest one

1.800 

**NEPTUNE**

Neptune is a  
gas giant

 3.200

**MARS**

Mars is a very  
cold place

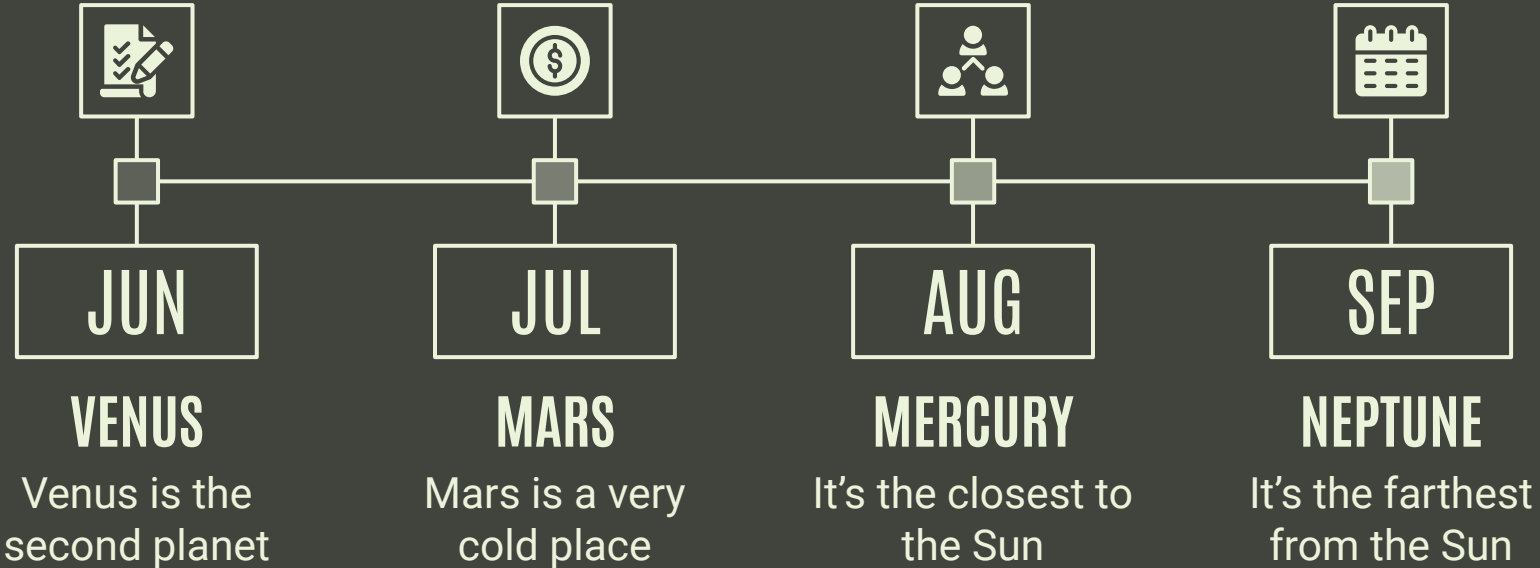
05

# OPERATING PLAN

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# OUR PROCESS





06

# FINANCIAL PLAN

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# PREDICTED GROWTH

45%

## VENUS

Venus is the second planet

15%

## NEPTUNE

Planet Neptune is a gas giant

5%

## MERCURY

Mercury is the smallest planet

35%

## MARS

Mars is actually a very cold place



Follow the link in the graph to modify its data and then paste the new one here.  
**For more info, click here**



# BALANCE SHEET



<b>FIXED ASSETS</b>	<b>\$10,000</b>	Venus is the second planet
<b>CURRENT ASSETS</b>	<b>\$15,000</b>	The Earth is the planet with life
<b>CURRENT LIABILITIES</b>	<b>\$6,000</b>	Mars is actually a cold planet
<b>EQUITY</b>	<b>\$5,000</b>	Saturn is the planet with rings
<b>TOTAL</b>	<b>\$36,000</b>	Mercury is the smallest planet

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# 489,300.00

Big numbers catch your audience's attention





# THANKS!

**Do you have any questions?**

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yourcompany.com

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