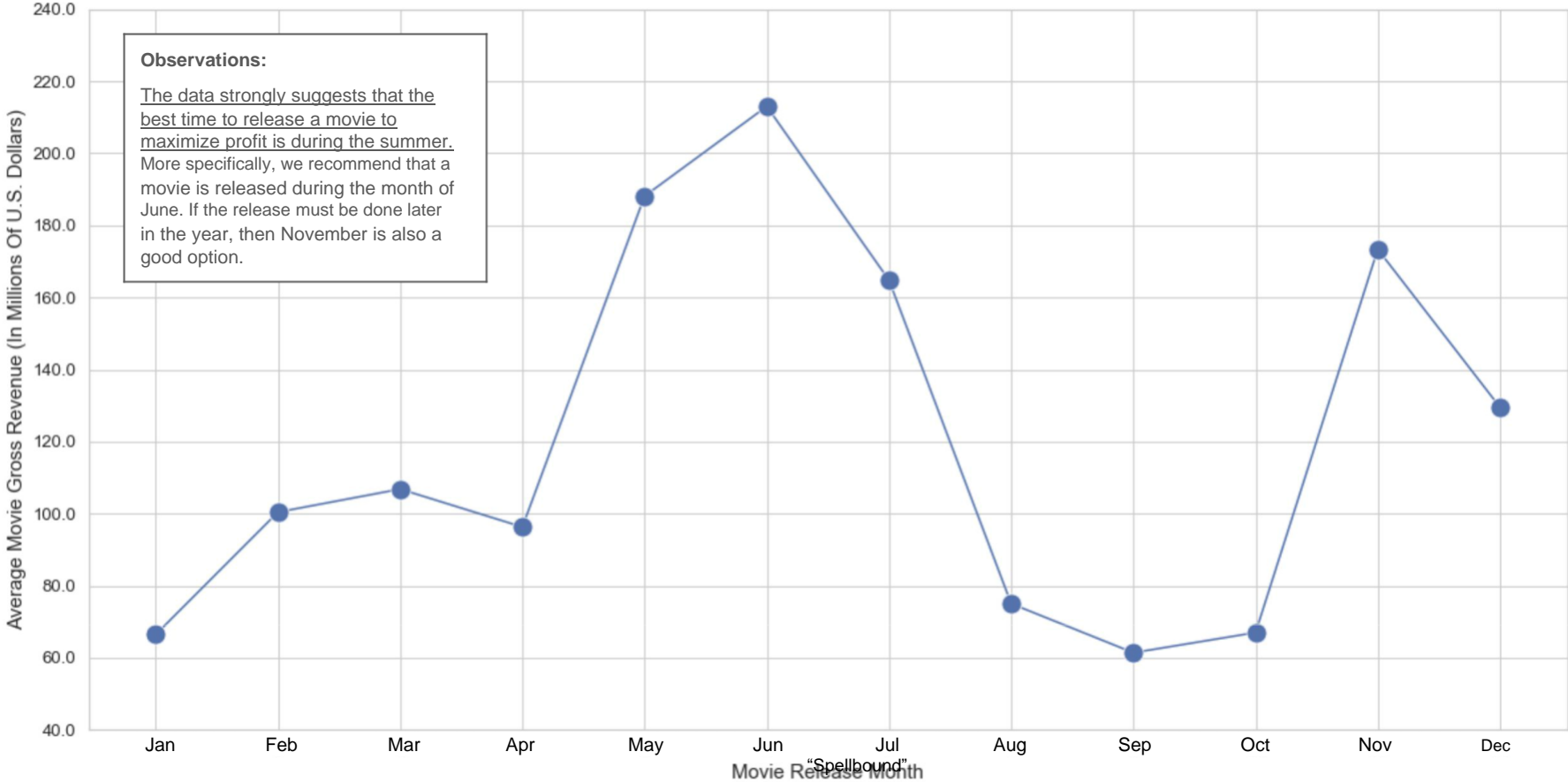


Microsoft Movie Studio

Goals

- Our client - Microsoft, seeks to make profit on new movie content.
- Our goal: to figure out what kinds of movies can procure the most revenue, in order to make Microsoft's new movie studio profitable.
- I will provide some recommendations on how to make more money on new movie content, based on our findings from the data.

Release Month vs. Revenue



Recommendations:

1. Collect more data on movies with high budgets (\$200 million +) to make a more confident recommendation regarding budget vs. return on investment.
2. Produce quality movies catering to the largest majority of people, to garner a larger volume of high ratings.