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# Microsoft Movie Studio Recommendations

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# Agenda

- Business Understanding
- Data Overview
- Recommendations
- Next Steps

# Business Understanding



# Data Overview

- The Dataset

IMDB, Box Office Mojo, The Numbers

- Method

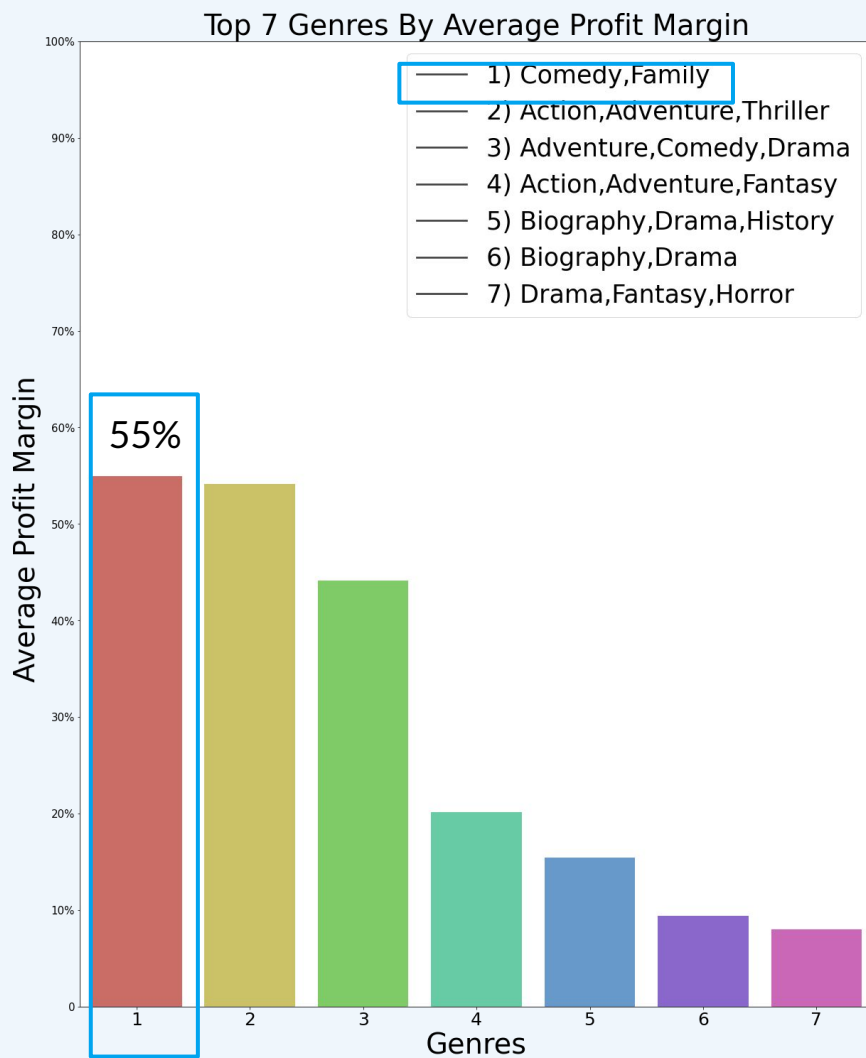
Exploratory Data Analysis

- Profitability and Features

Genres, Directors, and Studios

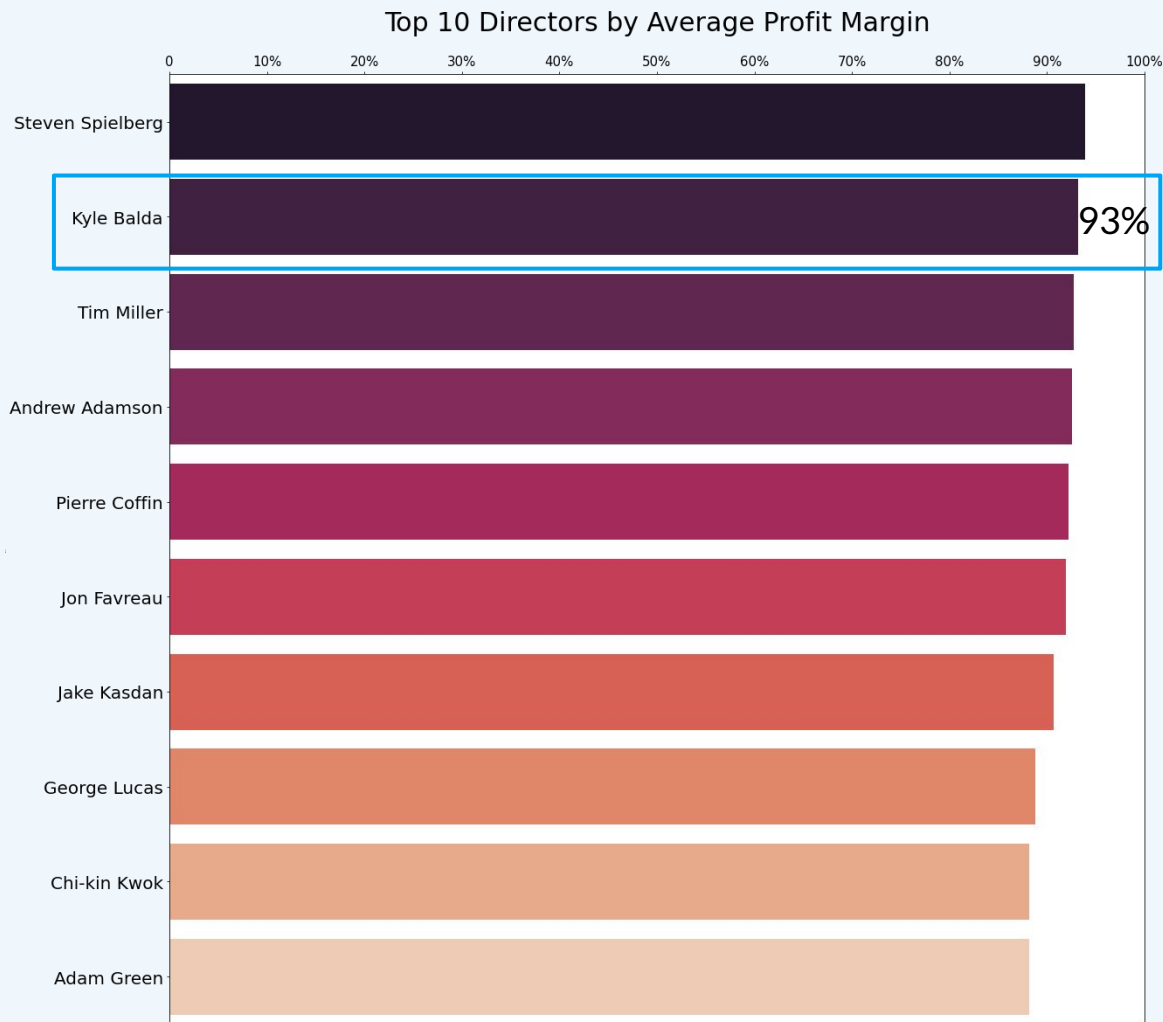
# Genres

Note “Comedy, Family” has the highest profit margin



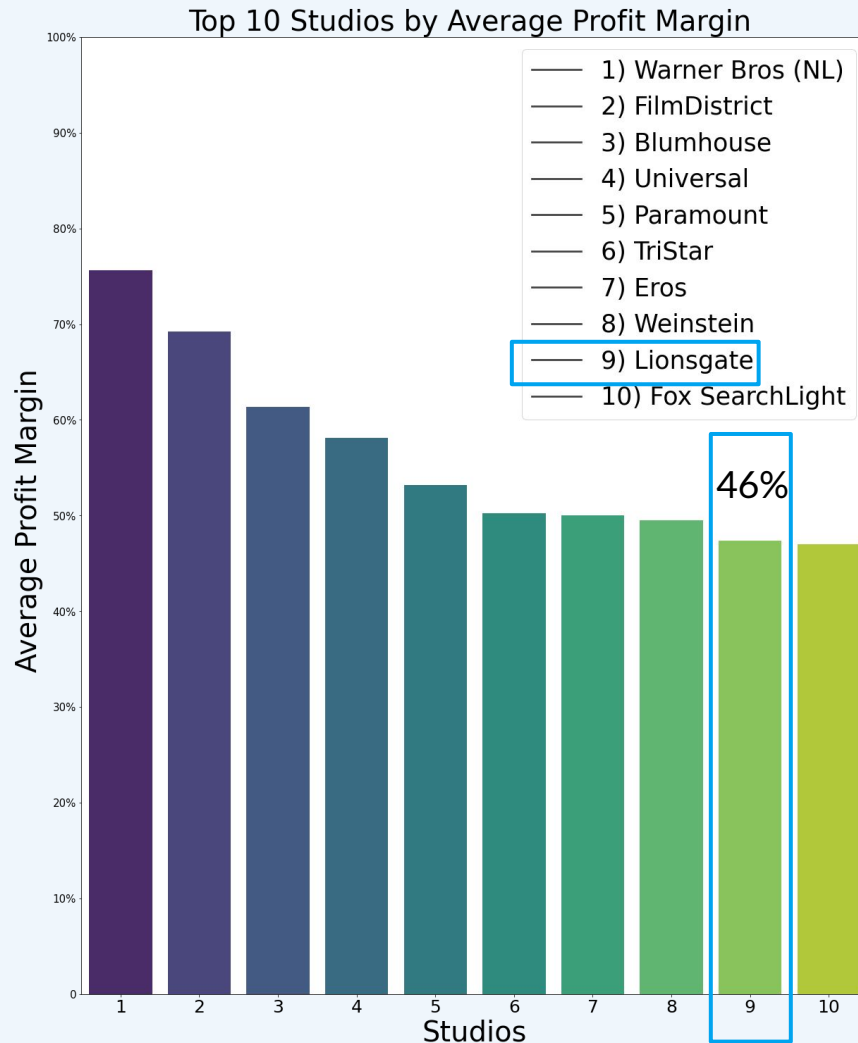
# Directors

Kyle Balda is known for the Minion movies



# Studios

Lionsgate is a mini-major that could be acquisitioned and has produced Family Comedies with success



# Recommendations

1

Make  
the Most Profitable  
**Genre Film:**

**Comedy/Family**

2

Hire  
the Most Profitable  
**Director** for  
Comedy/Family:

**Kyle Balda**

3

Partner with  
the Most Successful  
**Studio** for  
Comedy/Family :

**LionsGate  
Entertainment**



## Possible Next Steps

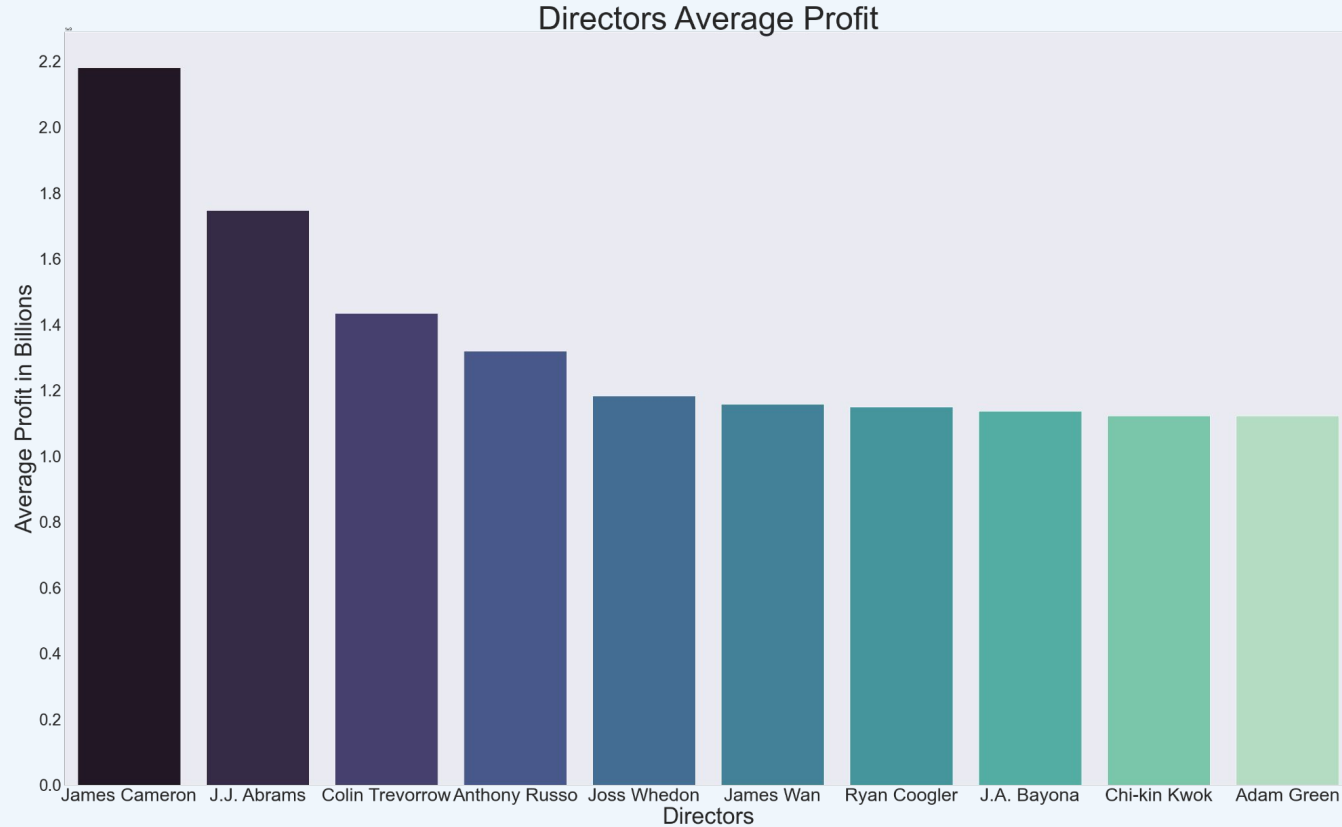
- 1) Purchase IMDB and BOM API
- 2) Recommend cast and crew based on profitability
- 3) Hire a cohort of nineteen or so data scientists to build, implement, and optimize a recommendation system

**Thank You!**

# Appendix

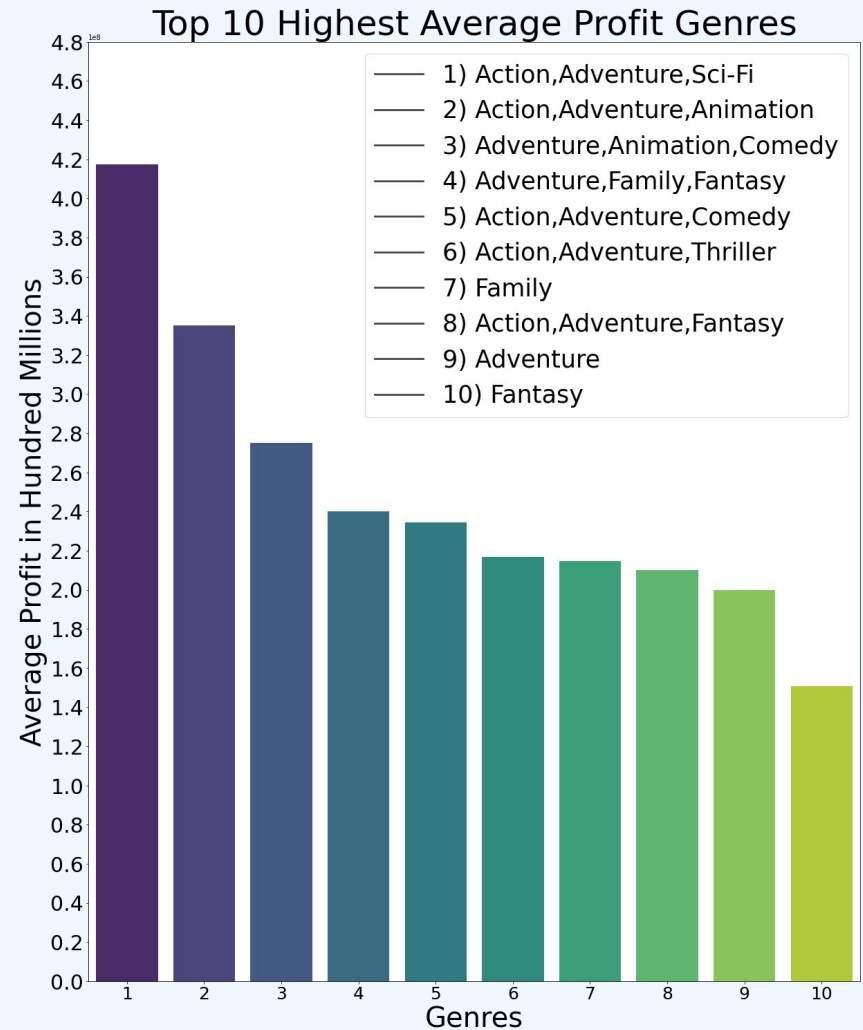
# Directors

- James Cameron is a hits machine...but he's hard to get



# Genres

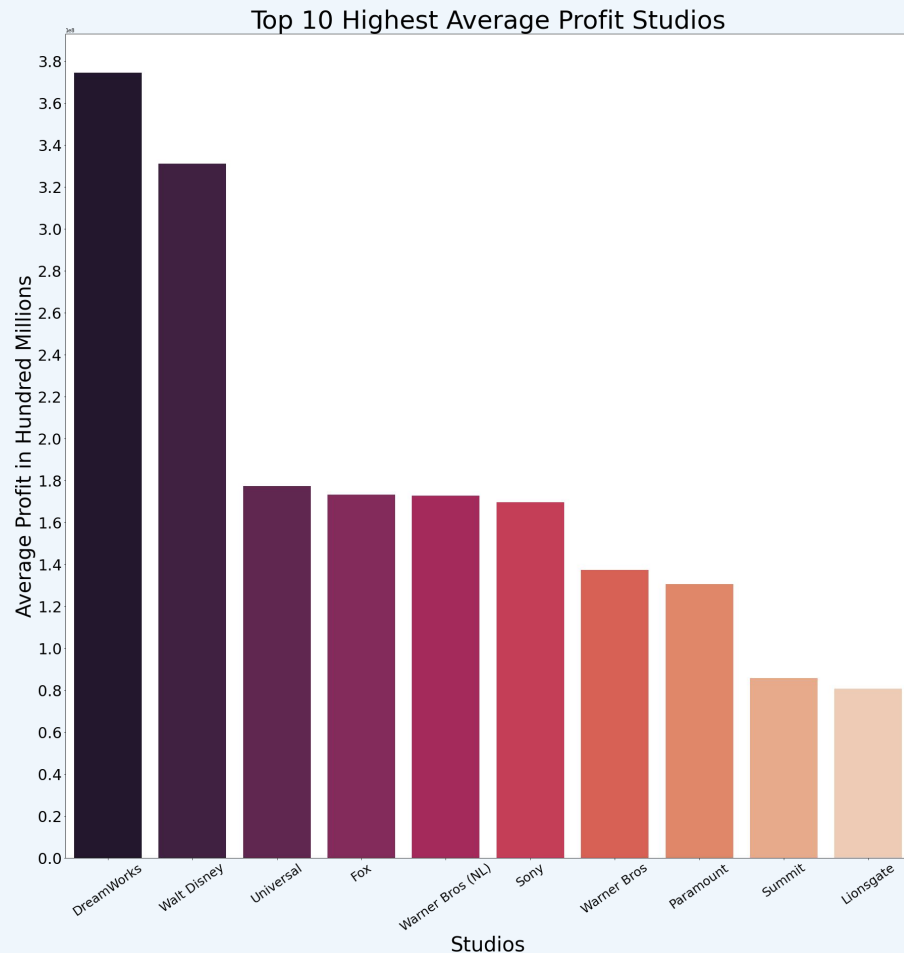
- Superhero movies make money
- Adventure is entertaining
- Amazed that musical isn't on there?



# Studios

- The Majors are majorly profitable
- LionsGate Films, the only mini-major

Recommendation is  
DreamWorks,  
or bankroll Lionsgate



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**Making money regardless of  
movie popularity**