# Microsoft's New Visual Studio

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# **Agenda**

- Business Problem

- Data Overview

- Recommendation

- Next Steps

- Contact Information

# **Summary**

Our team will be providing you three insights to answer the business problem:

- Highest rated genres

- Market audience

- Film lengths

# Business Problem

Recommendations for new movie studio products, We are tasked with exploring data on the market and provide actionable insights to decide the parameters for the films they are going to create.

**Business Problem**     **Data Overview**     **Analysis**     **Recc.**     **conclusion**

# Data Overview

- IMDB Database to look at the highest rated genres from 2010-2019

- The Numbers to compare domestic and global profits

- Rotten Tomatoes to analyze runtime and profits

# Top Rated Genres
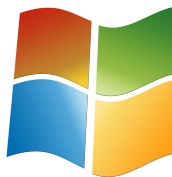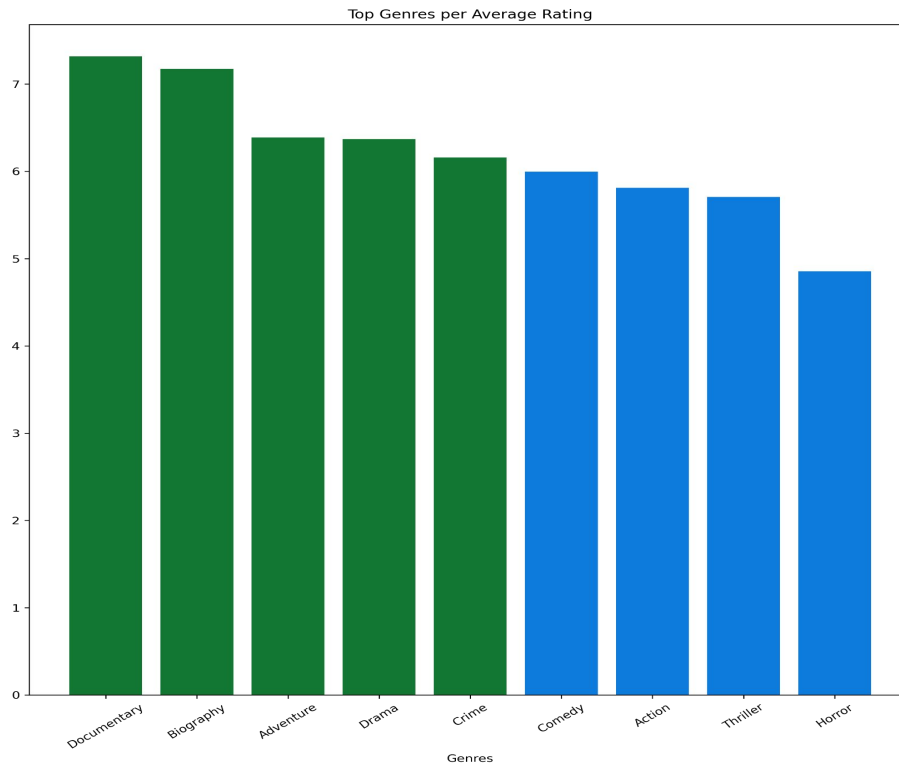


Top 5:
1. Documentary
2. Biography
3. Adventure
4. Drama
5. Crime

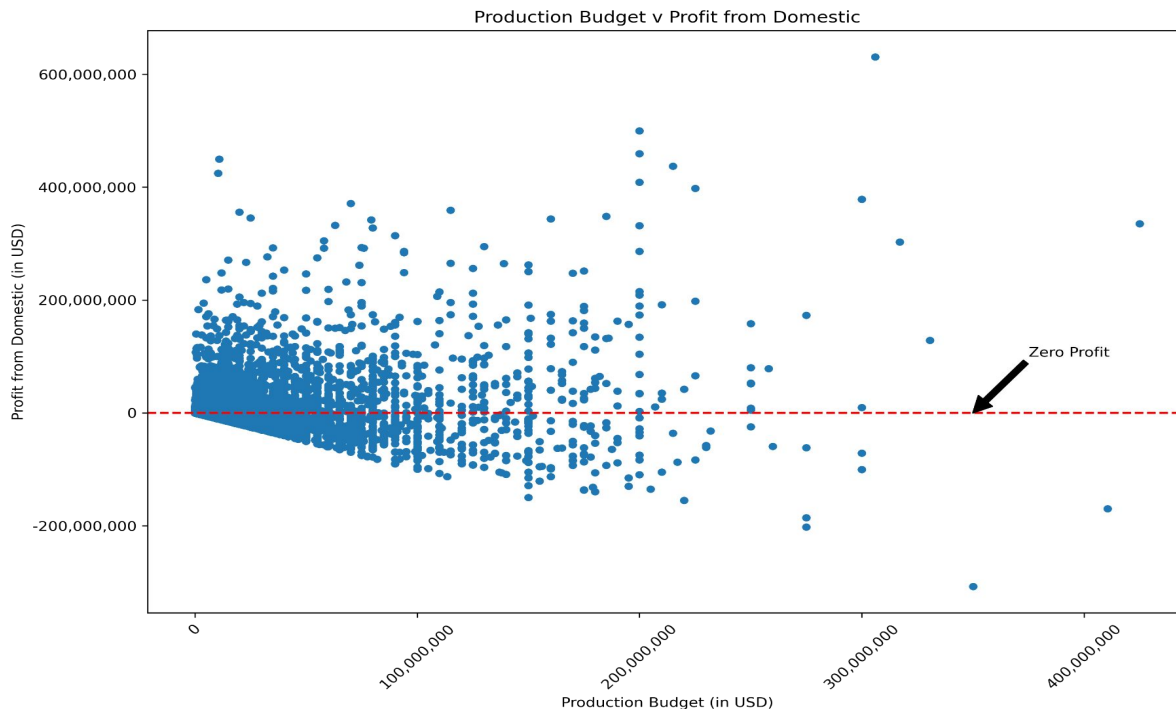Business Problem          Data Overview          **Analysis**          Reccs.          Conclusion

# **Profit from <u>Domestic</u> vs Worldwide comparison**

**Domestic profit**



Production Budget v Profit from Domestic

Business Problem          Data Overview          **Analysis**          Reccs.          Conclusion

# Profit from Domestic vs <u>Worldwide</u> comparison
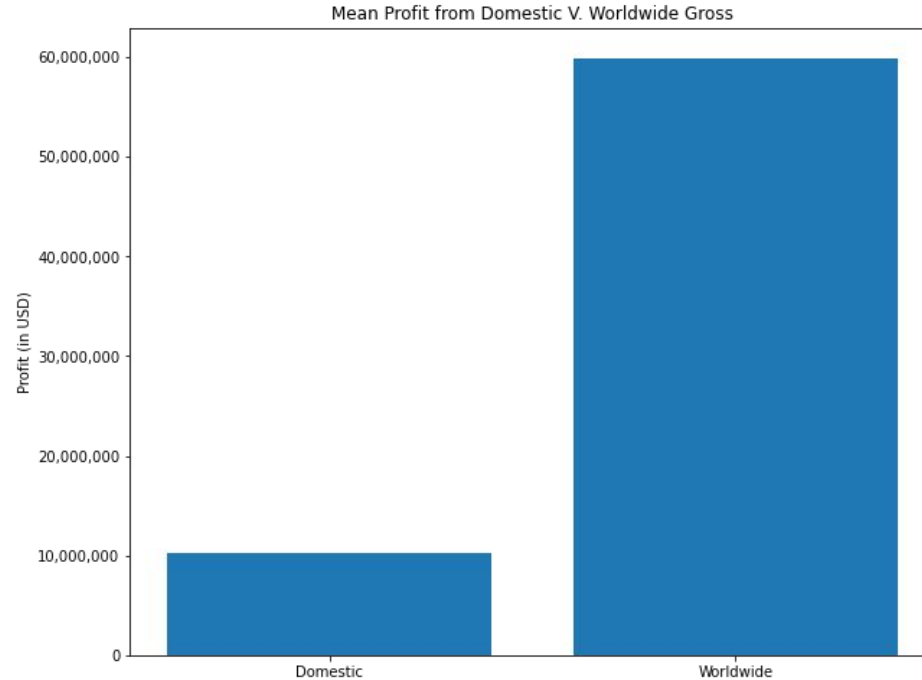
**Worldwide profit**



Production Budget v Profit from Worldwide
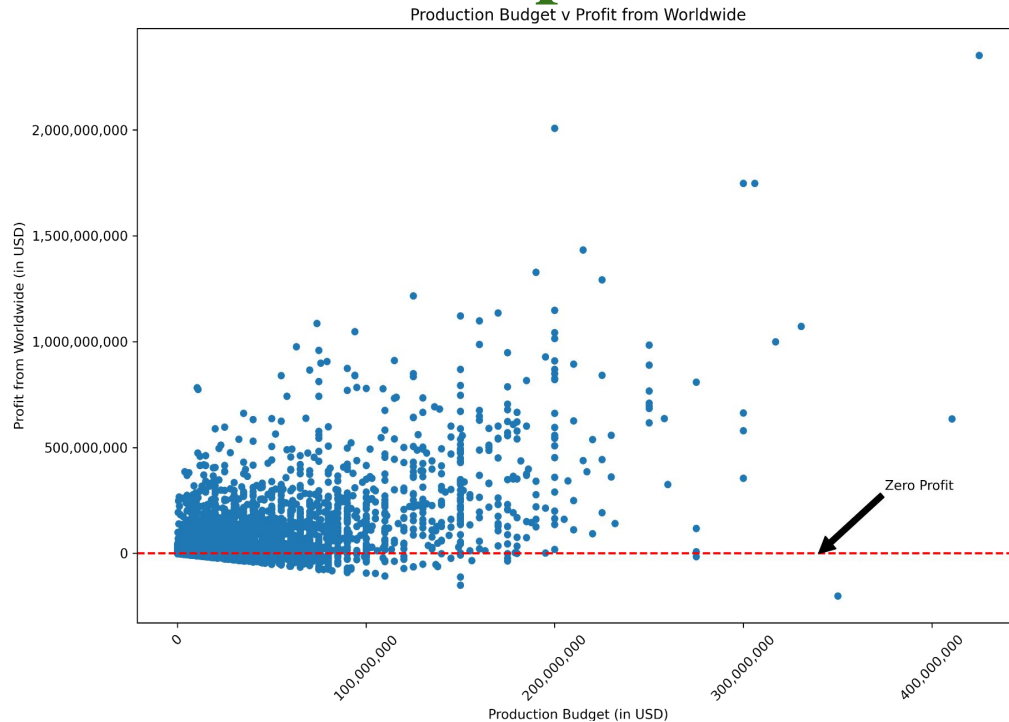
# MEAN PROFIT DOMESTIC VS. WORLDWIDE



Mean Profit from Domestic V. Worldwide Gross

Business Problem    Data Overview    **Analysis**    Reccs.    Conclusion

# MOVIE RUNTIME VS PROFIT



Runtime relative to Profit
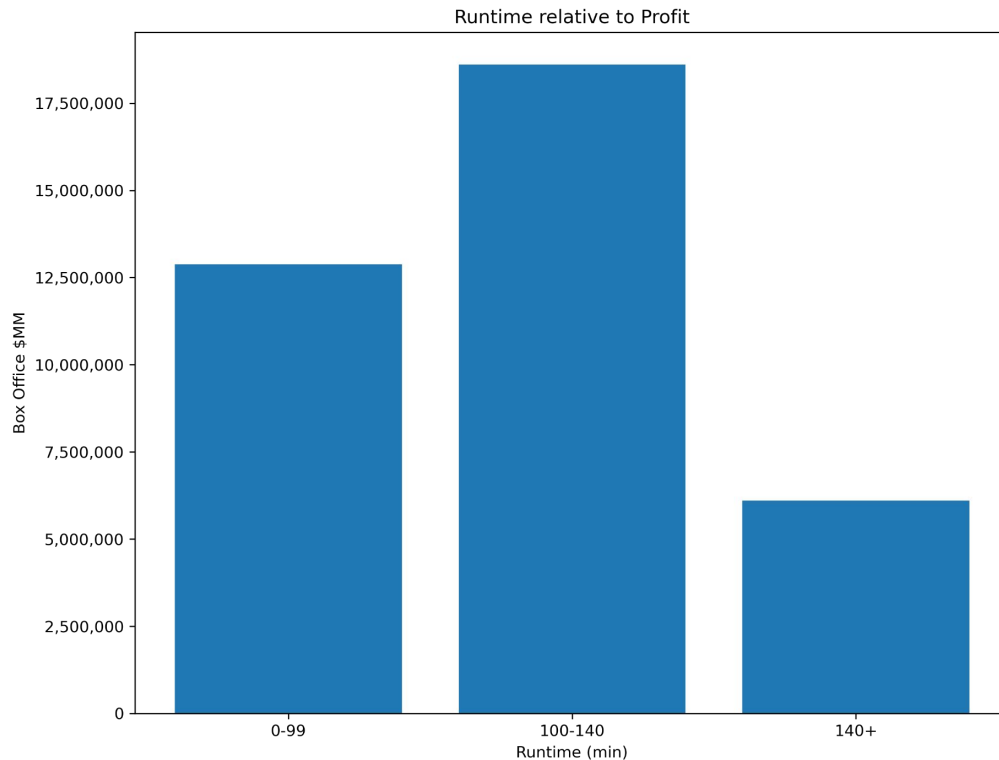
Business Problem  Data Overview  **Analysis**  Reccs.  Conclusion

# Recommendations

**Genre**

- Top 5: Documentary, Biography, Adventure, Drama and Crime

**Market**

- Worldwide release of movie makes higher profit as compared to domestic release

**Runtime**

- 100-140 minutes or 2 hours.

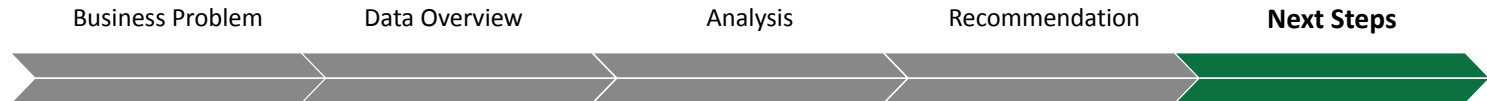Business Problem    Data Overview    Analysis    **Recommendation**    Conclusion

# Next Steps

- Genre analysis based on 2010-2019 dataset and ratings.


- For further analysis, should include the top franchise movies profitability.

Business Problem Data Overview Analysis Recommendation **Next Steps**

# Thank you!

For overview of analysis and presentation, please click [here](here).

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