BUSINESS PROPOSAL TO:

MICROSOFT MOVIE STUDIOS

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Proposal Outline

BUSINESS PROBLEM

DATA AND METHODS

RESULTS

CONCLUSION

Business Problem

The head of Microsoft Movie Studios is looking for data-driven insights to help make decisions on what types of films to create

Rec #1

Top Genres:
Animation
Family
Documentary

Rec #2

Top directors per genre

Rec #3

Movie Runtime:
105 - 125

Data and Methods

DATA SOURCES:

- IMDB
- Rotten Tomatoes
- The Numbers
- The Movie Database

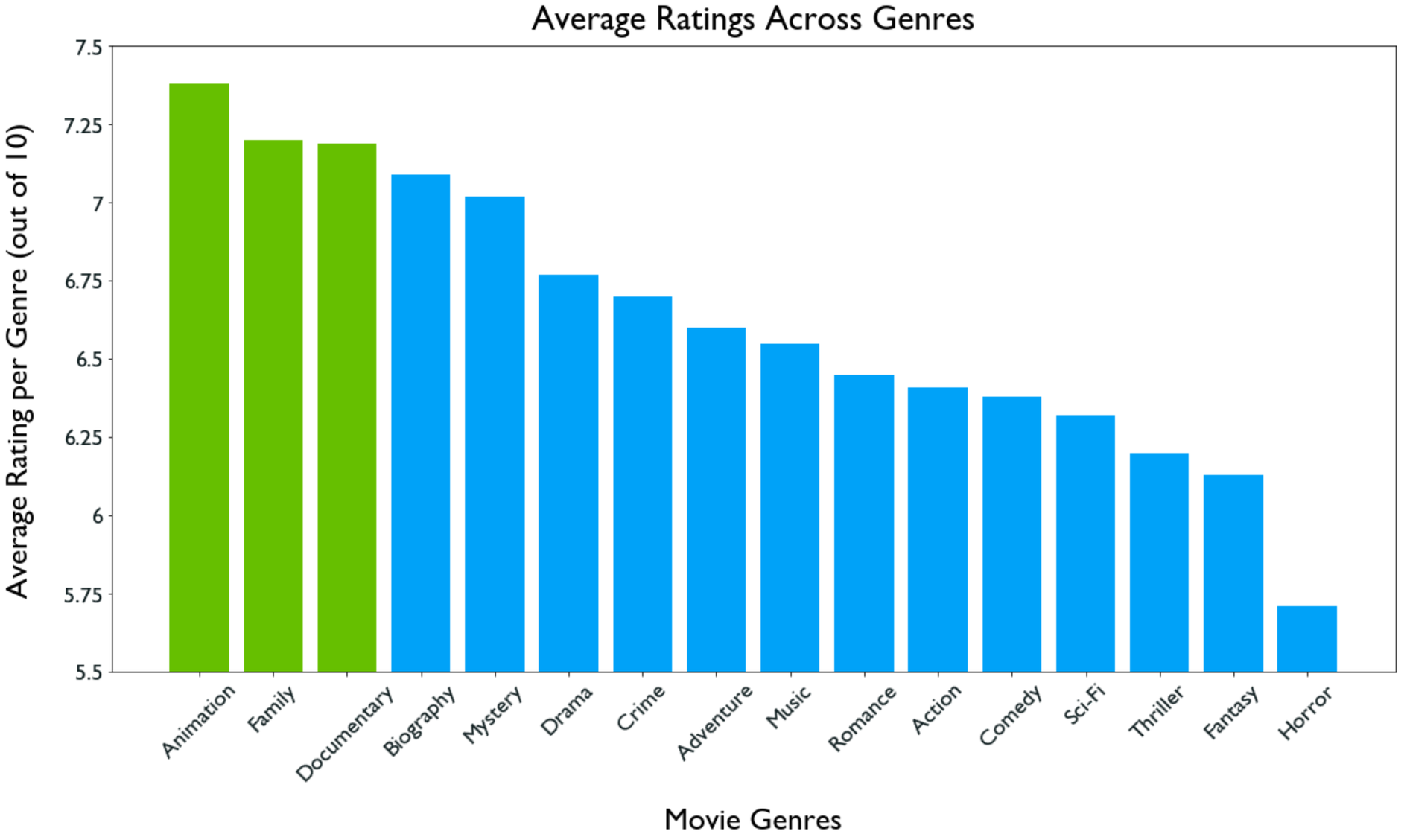
METHODS:

- Merged datasets
- Filtered out "bad" data
- Parsed primary genre

Rec #1

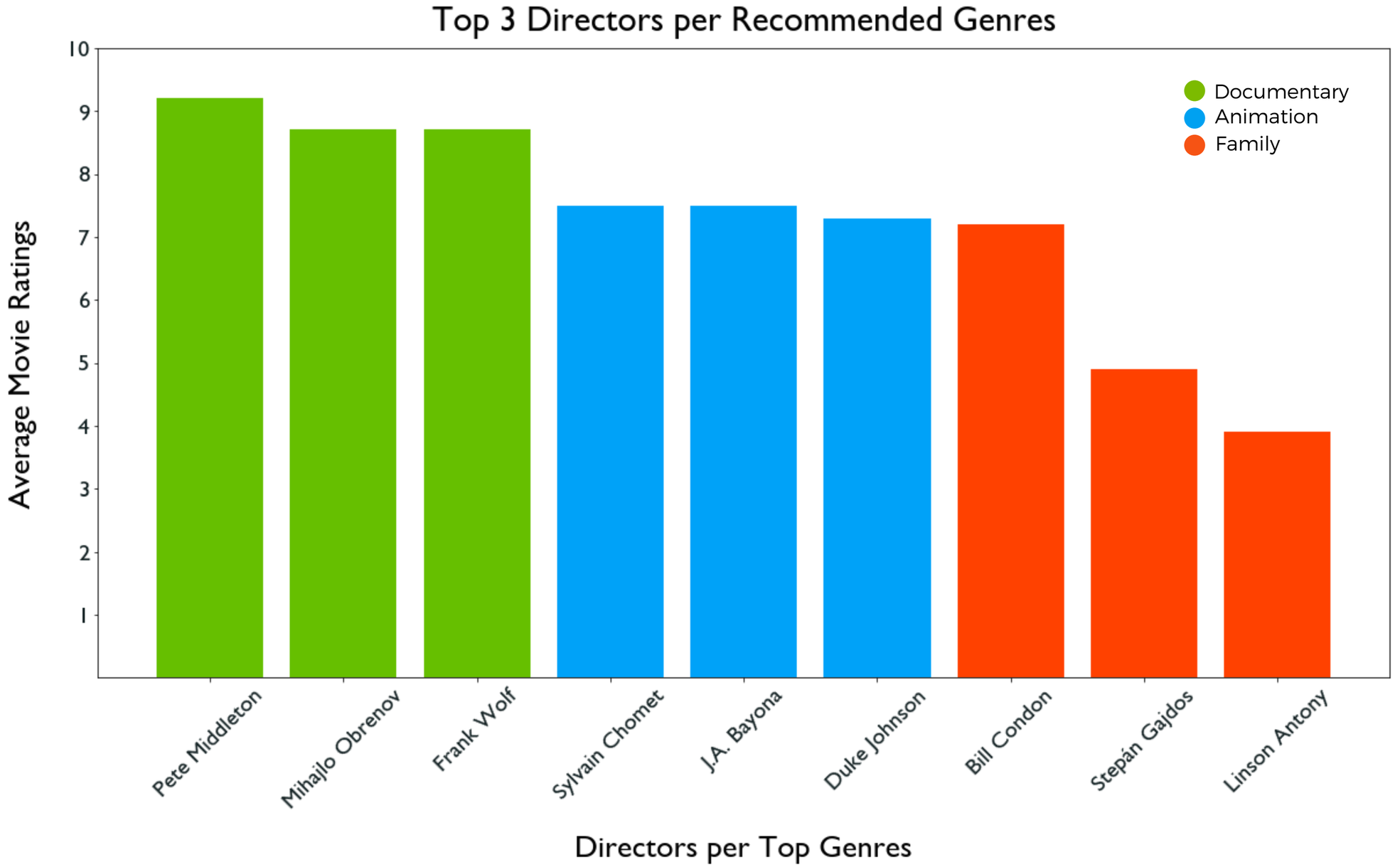
Top Genres:

1. Animation
2. Family
3. Documentary



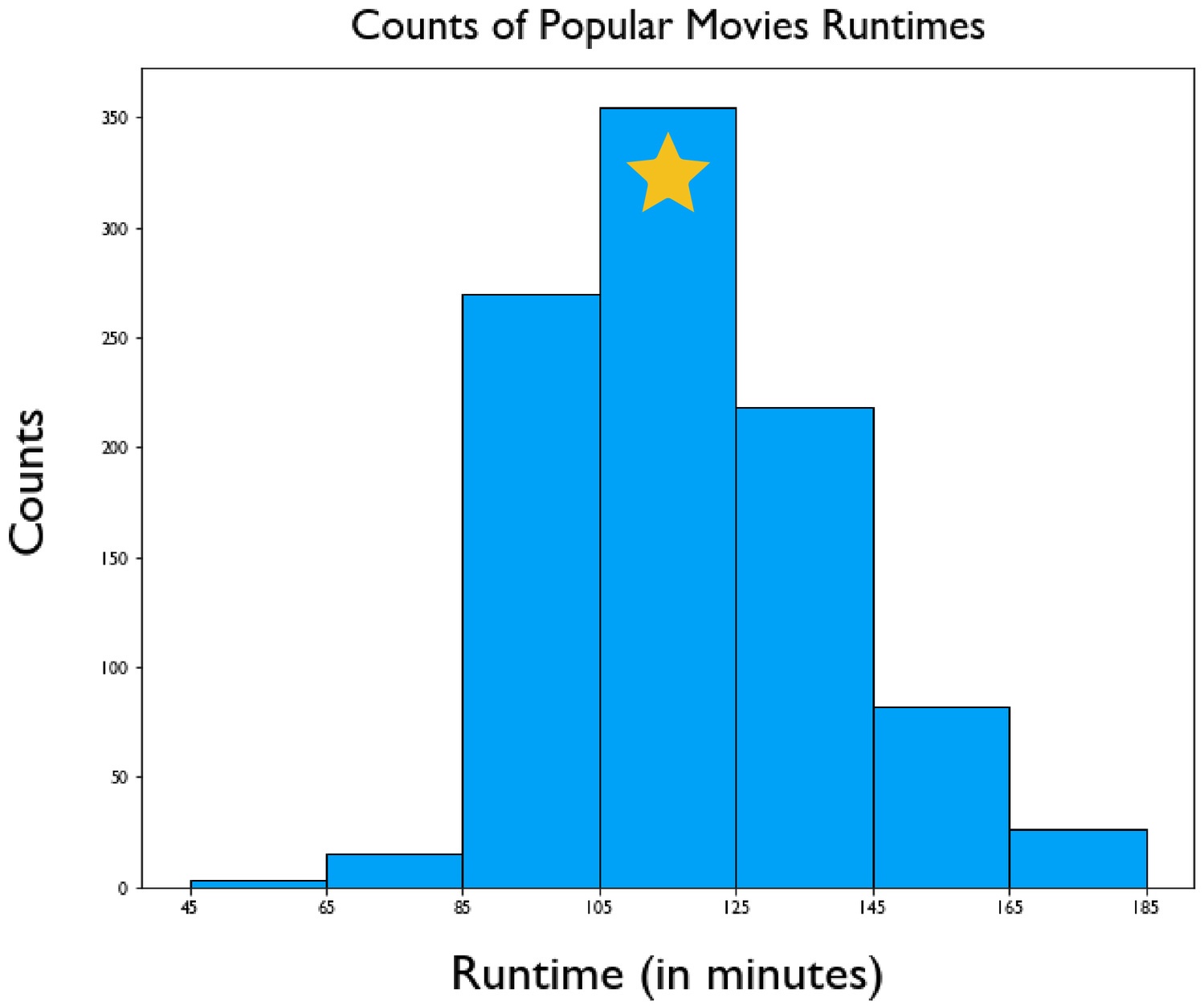
Rec #2

Top 3 directors per genre



Rec #3

Runtime:
105 - 125 minutes



Conclusions

Microsoft Movie Studios

1

Top Genres:

Animation

Family

Documentary

2

Top directors per genre

3

Movie Runtime:

105 - 125

Next Steps...

- Evaluate which factors in a movie affect popularity
- Find more accurate relationships between ratings, profits, and budgets

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