Microsoft Movie Studio Business Proposition

Microsoft Make It Real

Turning Dreams into Reality

Summary

Create a strategy to best recommend to Microsoft how to initiate a movie studio.

Microsoft

- 2nd Largest Company in the world
- $2.31 Trillion market cap
- 3rd biggest game console developer
- 167 million Xbox consoles sold
- Microsoft Movies & TV

Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

Microsoft needs recommendations on how to initiate their endeavour of creating a movie studio. For this we need to collect movie data from different sources, clean and analyze it to see in which direction the information will point us.

Information needed:

- Which type of movies should the studio produce?
- What genre? Which length? Which Rating?
- Who should the studio hire?
- What are people rating more highly?
- How much money should the business use?

Data

Data was collected from three different databases:
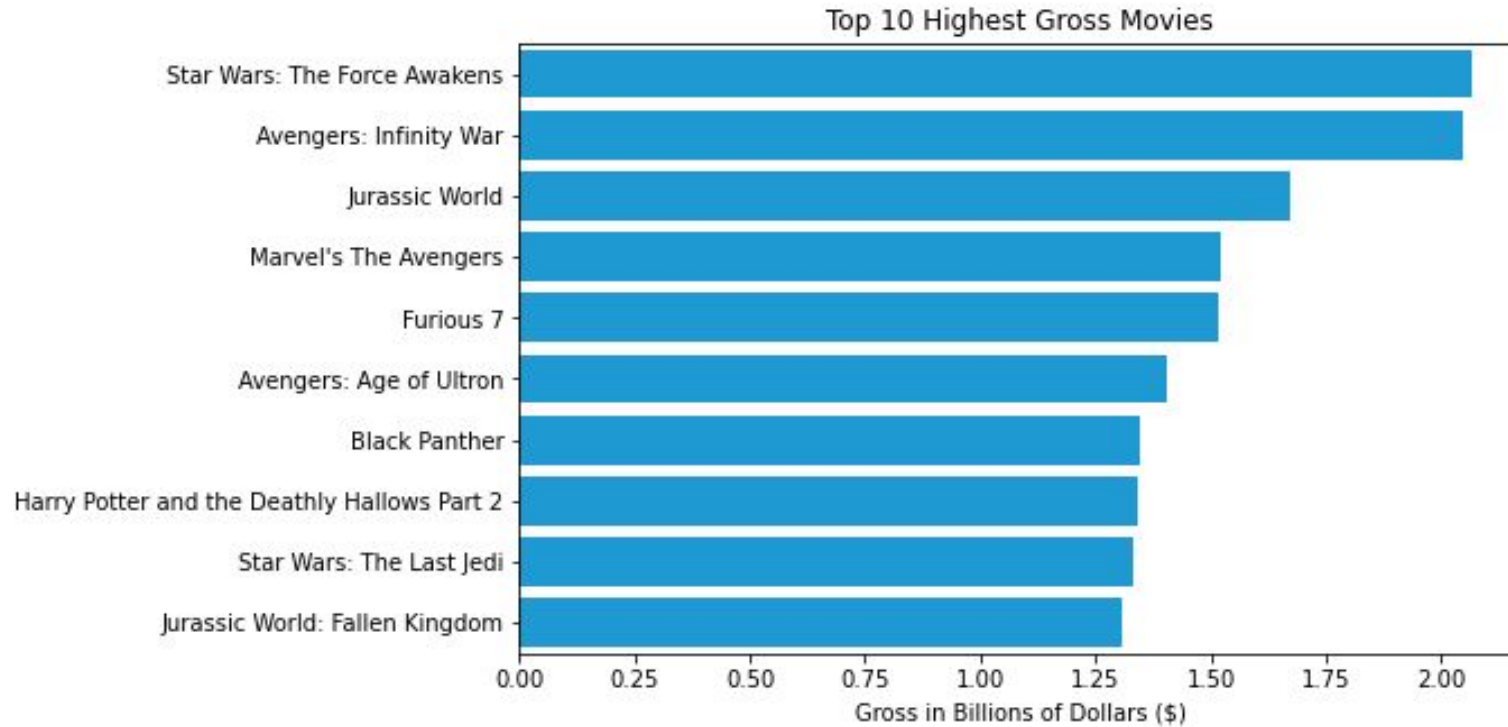
- Imdb
- Rotten Tomatoes
- Tmdb

These sources are standard and reliable when regarding movie information.

Methods

Data cleaning and selection

- Which information is relevant?
- Which information should be correlated to others?
- What can we use to make accurate predictions?

Visualisations

Top 10 Highest Gross Movies

Visualisations

Visualisations

Visualisations

Conclusions

Present your conclusions about the project here. Can include business recommendations, project limitations, and/or future improvement ideas

Thank You!

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