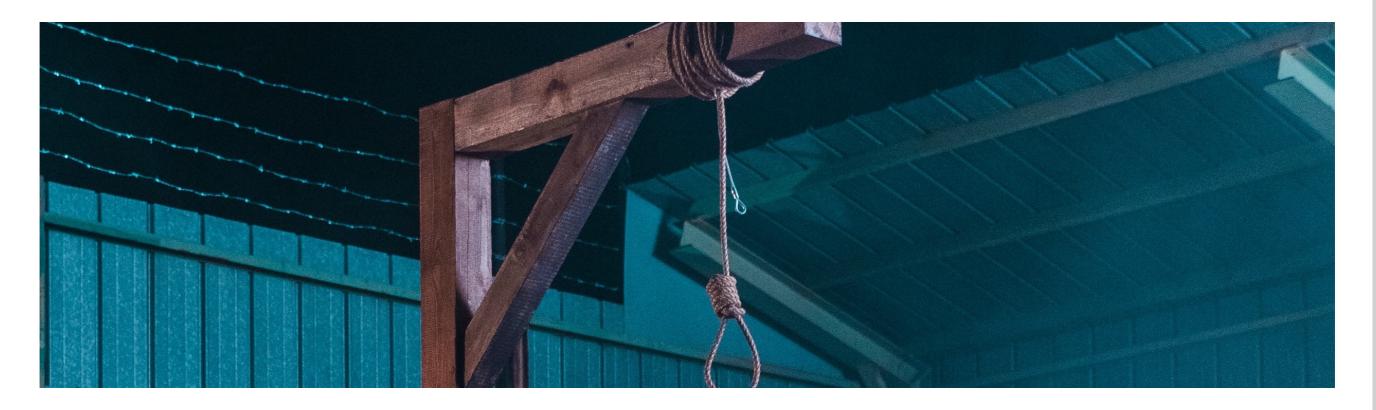# Shentai Tao 01/31/23

Overview

Film industry is big. And some films have big box offices, such as Avatar. Some films may not seems big but with small investment, yielded significant profits comparing to investment, like The Gallows. There are many factors can affect investment outcomes, such as politics, time of year, economy. More in films themselfs, there are *factors* like **Budget, Director/Actor, Genre**.

from upsplash.com

Business Understanding

Microsoft wants to invest in film industry. Here I use **Return on Investment**(or ROI) as measurment to determine if the film is worth to invest. **Budget, Director/Actor, Genre** were investigated here to see how different value of them can affect ROI. At end of the project, recommendations are provided on how to choose between these 3 selections in order to yield high **ROI**. However, these recommendations are just recommendations, final decisions have to be made based on real situation.