



# MICROSOFT NEW STUDIO

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## **DATASETS USED**

➤ **BOX OFFICE MOJO**

➤ **IMDB**



# INTRODUCTION

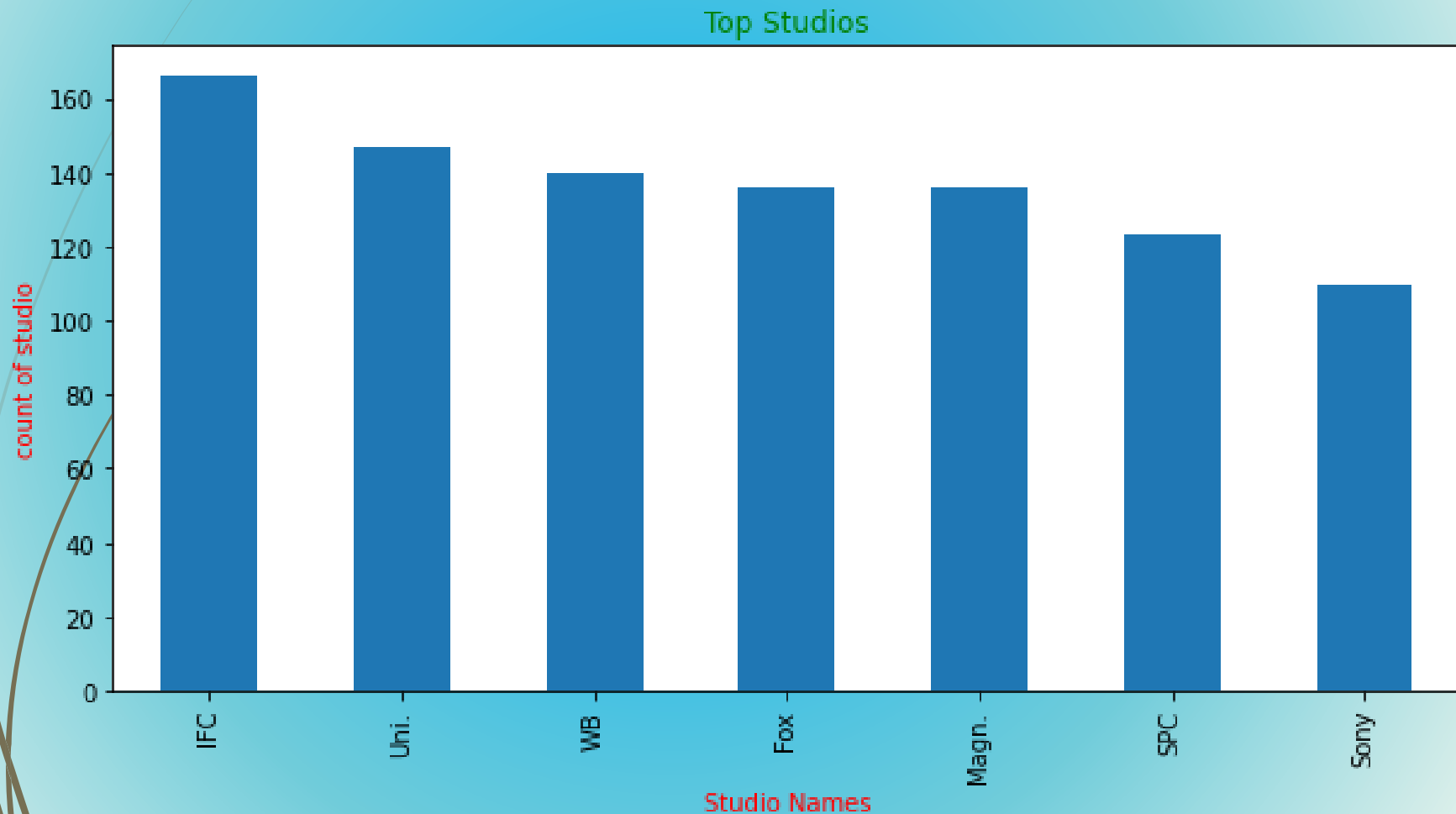
This is the presentation of the findings obtained through the data analysis of to datasets. The findings are presented in different types of visualization to facilitate readings and understanding.

# BUSINESS UNDERSTANDING

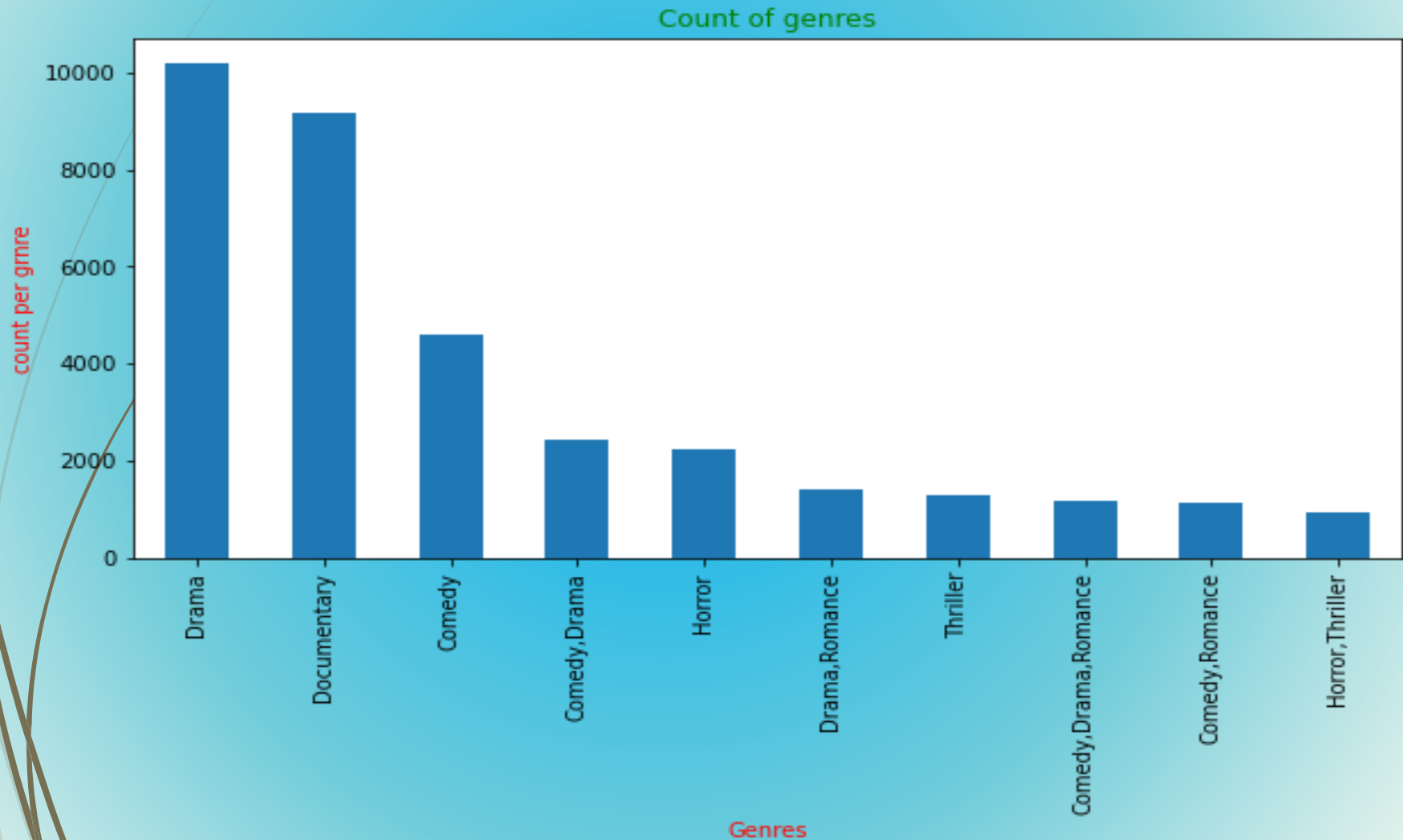


As we start our new studio project we need to know the top leading genres and the amount of time a movie should take. Furthermore, we should also know the leading studio to know who will be our competitors and get more information on how they run their studio.

# Bar graph showing top 7 leading studios



# Bar graph showing the top 10 leading genres


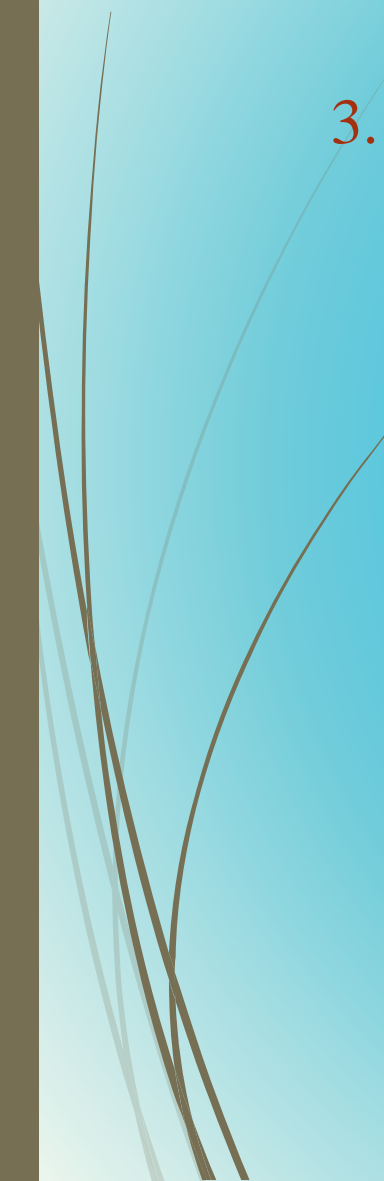




# Research finding

1. The currently leading genres include Drama, Documentary, Comedy, Comedy Drama and Horror. If you focus on this genres there are high chances they will be highly watched this will make our new studio to make more money



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2. I would recommend that every movie we produce should have a maximum runtime of 95 minutes.
  3. Since IFC is the leading studio we should find out the techniques they use to edit their movies The head of new Microsoft studio should watch IFC and get the and the amount of time they take to produce a new movie.