Business Case

With the current need to expand business in Microsoft, there is an opportunity the business can explore in the sector of Movie production. With the current trend of video content in the world, there is an opportunity to explore into it with an aim to expand our business operations to different elements in the entertainment industry.

The objective of this project is to provide and explore the existing video insursry using the historical data showing the different genres, rating, income generated from the video indursry. This would then enable us to narrow down our scope on what to focus on depending what our clients/customers like to see.

Considering we already have many customers consume our current products, we can top it up with more in line with our vision to empower every person and organization on the planet to achieve more, we therefore intend to live by it ourselves to give more to our customers.

In the video sector, different genres are created and their success are mainly seen through the view ratings, income it generates and what the society likes to see or get entertained by. We intend to address this through data exploration in order to shed light on what we as an organization can focus on as we explore getting into the sector.