



MICROSOFT: Make Horror Movies



HELLO!

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Analyzing Movie Trends for Market Entry

Find this presentation and my analysis
@aapplebles on github

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AGENDA

Business Problem

Key Questions

Data

Methods

Results & Recommendations

Limitations & Next Steps

Thank You & Contact Info

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**BUSINESS
PROBLEM**

***Microsoft wants guidance
on how to enter the movie
making industry.***

***What sort of films should
they make?***

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DATA

- ▶ # obs
- ▶ More info
- ▶ Another fact



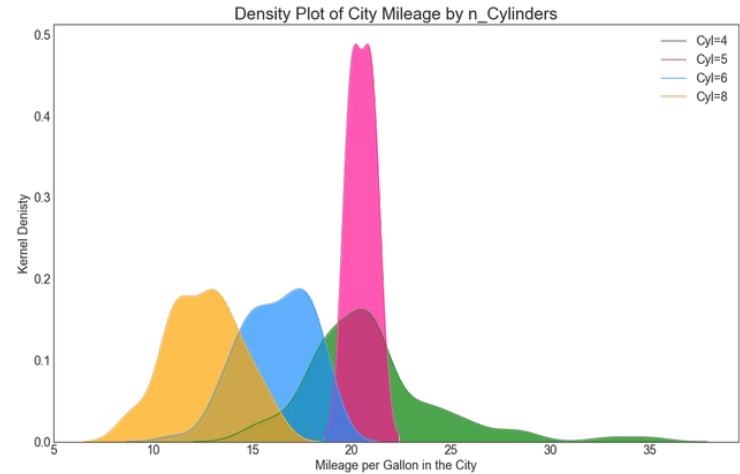
Box Office
Mojo

**Rotten
Tomatoes**

- ▶ Data cleaning info
- ▶ NAs and made new variables

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Horror
movies
largest ROI

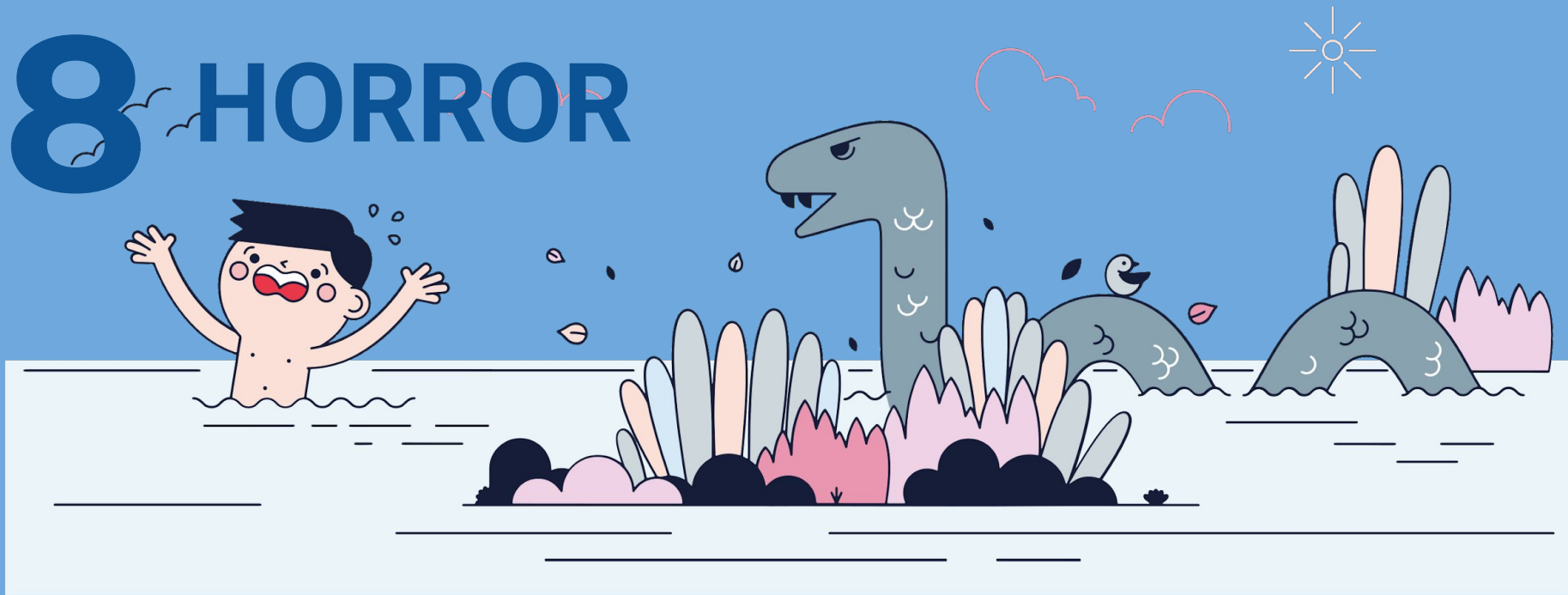


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A TABLE OF MORE EVIDENCE

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16

8 HORROR



A RUNAWAY HIT

9

LIMITATIONS & NEXT STEPS

Limitations

White

Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

Next Steps

Black

Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.



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THANKS!

Any questions?

You can find me at

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- ▶ user@mail.me