FILM PRODUCTION RECOMMENDATIONS

OVERVIEW

▸ As part of the launch of Microsoft's new content production business, Microsoft Studios, the analytics team was tasked developing strategic recommendations for guidance

▸ The following presentation will summarize our analysis process and detail our derived insights and planned future work

DATA SOURCES AND CATEGORIES

▸ Initial datasets were provided from IMDB, Rotten Tomatoes, Box Office Mojo, and TheMovieDB.org

▸ Additional data was scraped from IMDB during the analysis process

▸ Generally speaking, all data used fell into one of four categories:

   ▸ Movie metadata

   ▸ Ratings and reviews

   ▸ Cast and crew

   ▸ Financials

ANALYSIS

INSIGHTS

INSIGHTS

INSIGHTS

FUTURE WORK

THANK YOU!

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