

MOVIES ANALYSIS AND EXPLORATION FOR MICROSOFT

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SUMMARY

Descriptive analysis for new business strategies:

Writers and directors to work with;

Movie genres to focus;

Profitable Studios to work with and/or study their strategies.

OUTLINE

Business Problem;

Data & Methods;

Results;

Conclusions.

BUSINESS PROBLEM

Start a new movie studio

Find recommendations with most popular movie genres, writers, directors to work with;

Find most profitable studios to work with and/or to study their strategies;

DATA & METHODS

Data from 2016 to 2018,

Most popular movie genres;

Most popular writers;

Most popular directors;

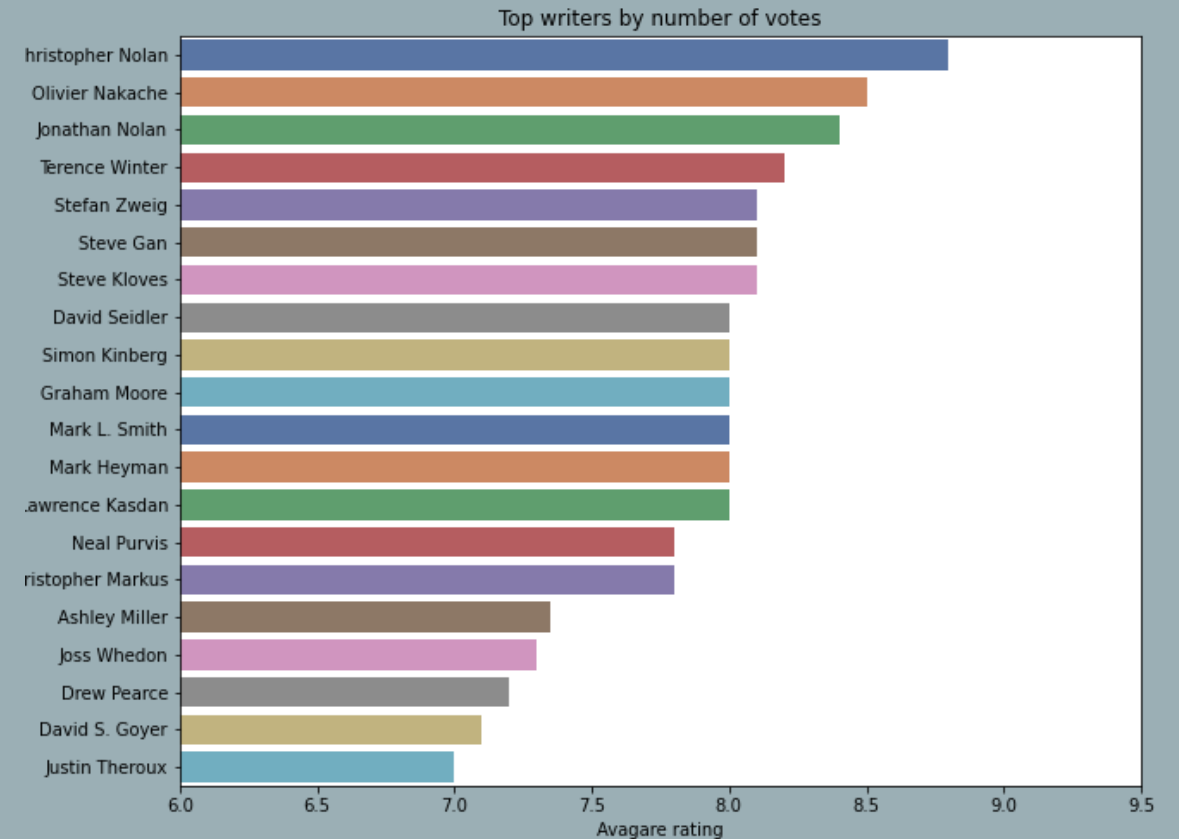
Most popular movie genres;

Most profitable studio on investment return.

RESULTS

The most popular Writer is Christopher Nolan.

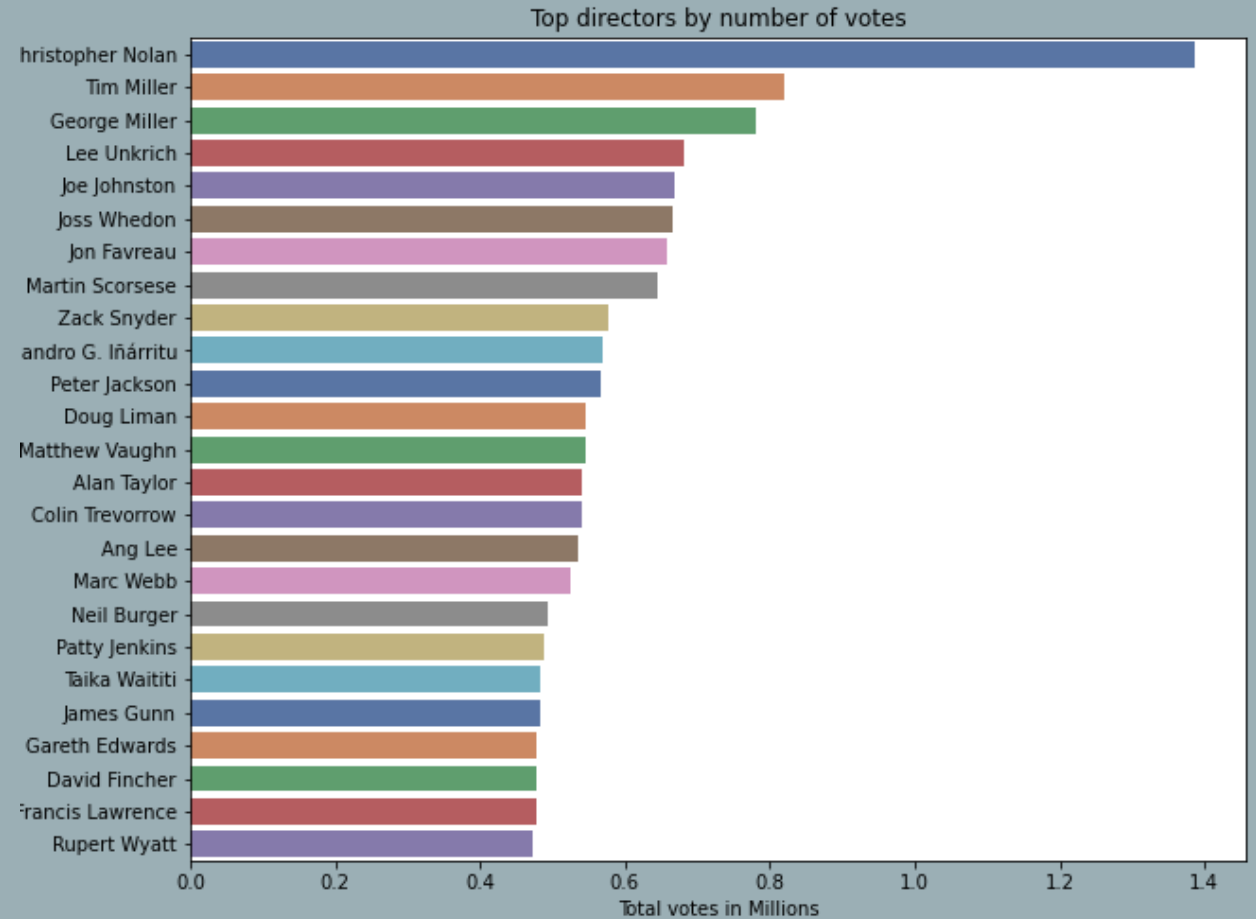
I would recommend Microsoft to work with one of the top Writers from this graphic.



RESULTS

Christopher Nolan is the most popular director.

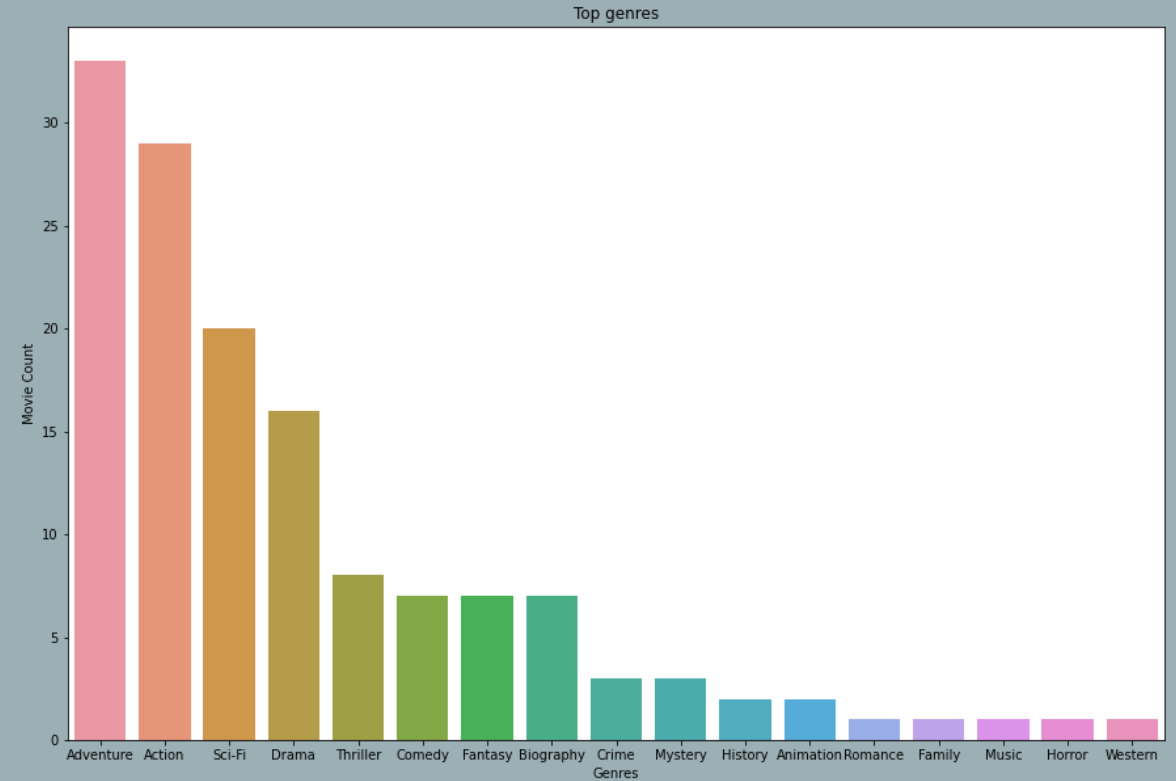
I would recommend Microsoft to work with one of the most popular directors found in this graphic.



RESULTS

Adventure-Action is the most popular movie genre in the world.

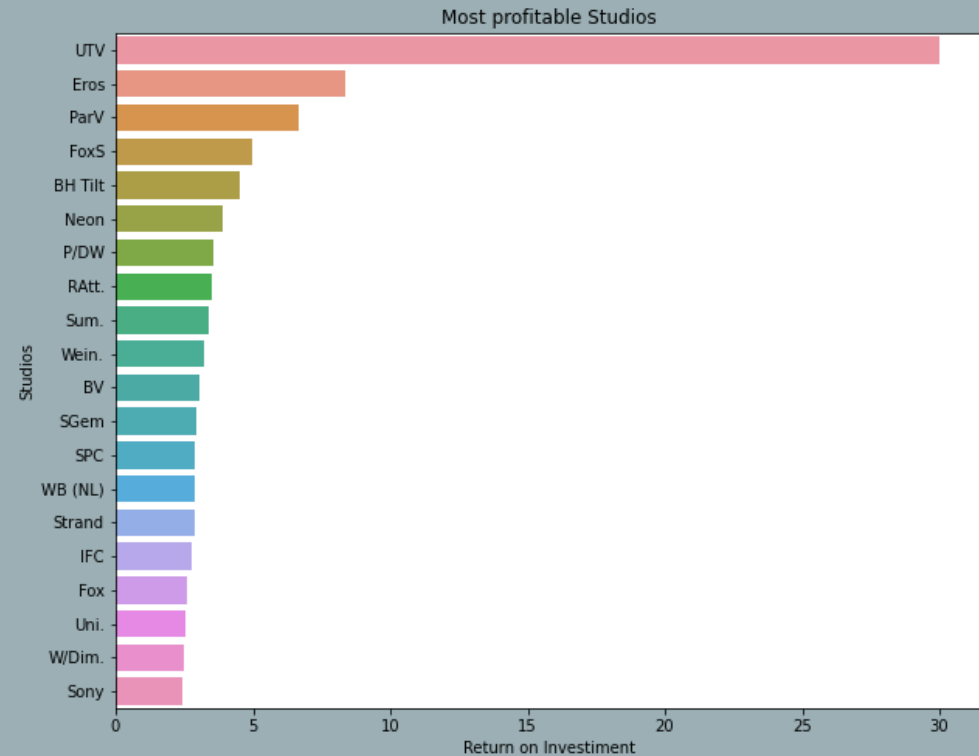
I would recommend Microsoft to start their business with an adventure production.



RESULTS

UTV is an Indian studio which has USA origin and its incredibly making billions of dollars. UTV movies are being very successful with a very low production cost.

I would highly recommend Microsoft to start business with UTV and understand their strategies.



CONCLUSIONS

After analyzing those movie data, I was able to recommend to Microsoft the top writers, directors to work with. I also presented Microsoft the most profitable studio on investment return, which they could learn their strategy or even start their new business with, and finally the most popular movie genres.