Microsoft Movie Studio Recommendations

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Schedule

➢ Beginning
- Overview
- Business Understanding

➢ Middle
- Data Understanding
- Data Analysis

➢ End
- Recommendations
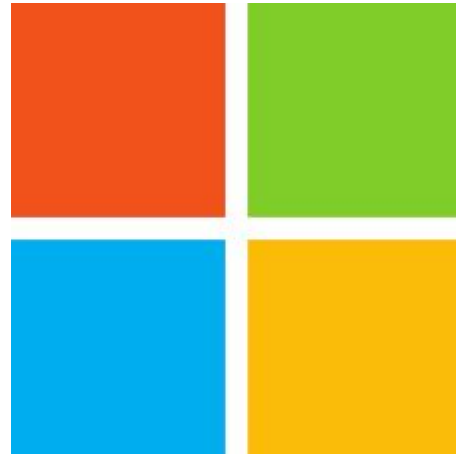- Next Steps

Beginning

Overview

Descriptive analysis of recommendations for Microsoft Stockholders in creating their own movie studio.

➢ Create most profitable business plan

➢ Compare movie budgets to respective profits

➢ Contrast return on investment to release/month
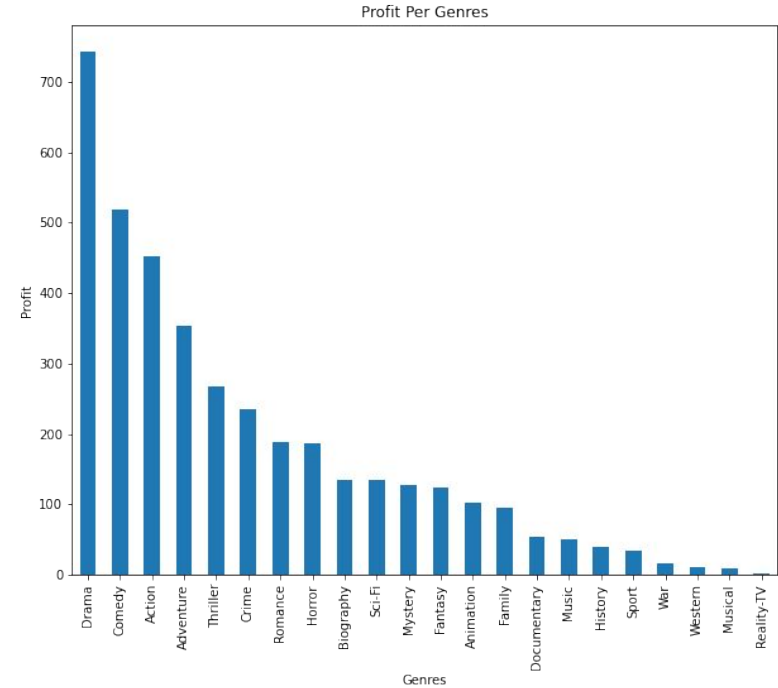
Business Understanding

➢ Investigate Profits per Genre

➢ Calculate Return on Investment (ROI)

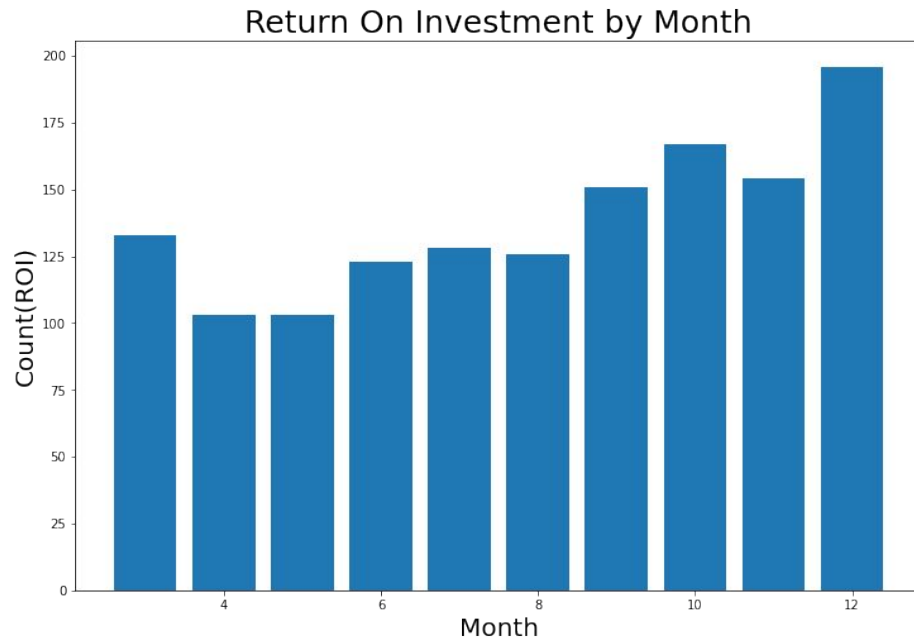➢ Analyze Competition Profits per Studio

Middle

Data Understanding

➢ Genre with Highest ROI
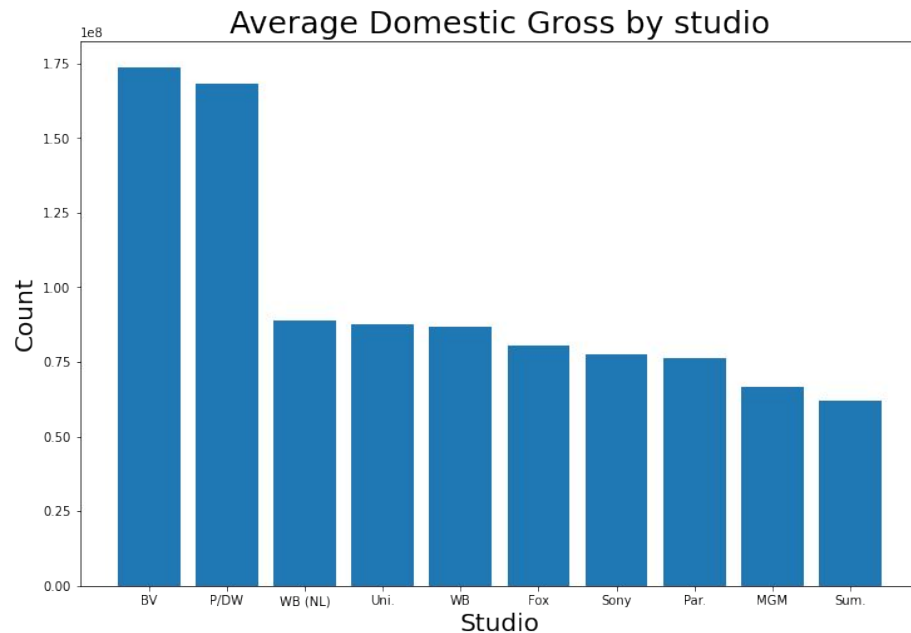
➢ Includes a Sample of Top 25
Genres

Profit Per Genres

Data Understanding

➢ ROI by Month

➢ Calculates Profitability by Release Month

Return On Investment by Month

Data Understanding

➢ Studio Performance by Production Budget

➢ Features Highest Performing Studios

Data Analysis

➢ Formatting the Data

➢ Cleaning the Data

➢ Exploring Metrics for Recommendations

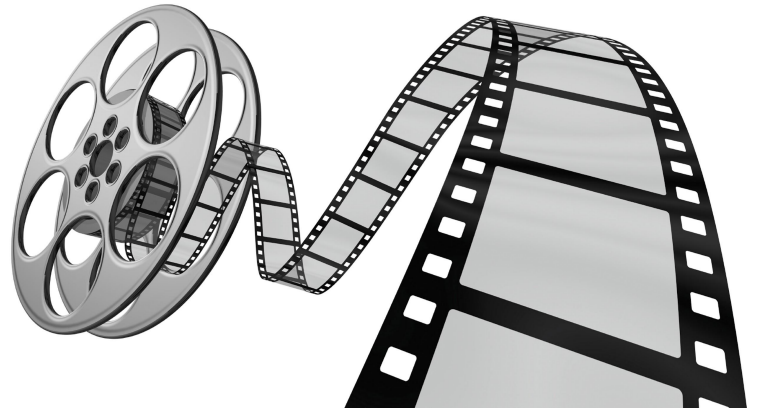➢ Give Recommendation Based on Findings

End

Recommendations

➢ Focus on Genres with Highest ROI

➢ Follow Strong Release Timeline

➢ Fund Higher Production Budgets

Next Steps

➢ Target International Audience

➢ Create Original Content

➢ Venture into Different Media

Thank You!

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