

MARTIN MBUNGU NJOKI

BUSINESS BACKGROUND

Microsoft is a multinational computer technology corporation which started on 4 April 1975. Microsoft is engaged in supporting, developing and licencing softwares catering different requirements(<https://content.dsp.co.uk/a-brief-history-of-microsoft-the-worlds-biggest-software-company>).

PROBLEM STATEMENT

Microsoft wants to create a movie studio but they don't know anything about creating movies. Currently microsoft are conducting a research to know which movie are doing best at the box office.

SOLUTION

Microsoft company has employed a team of data analytics to explore which movie are doing best at the box office. The team must translate the findings into insight that will help head of microsoft new movie studio use to decide what kind of movies to create.

MVP

Microsoft will create a new movie studio to validate customer needs and demands prior to developing a more featured product.

DEVELOPMENT PROCESS

Microsoft has come up with the idea of starting a new movie studio.

The management has to look on strengths and weakness before starting the movie studio.

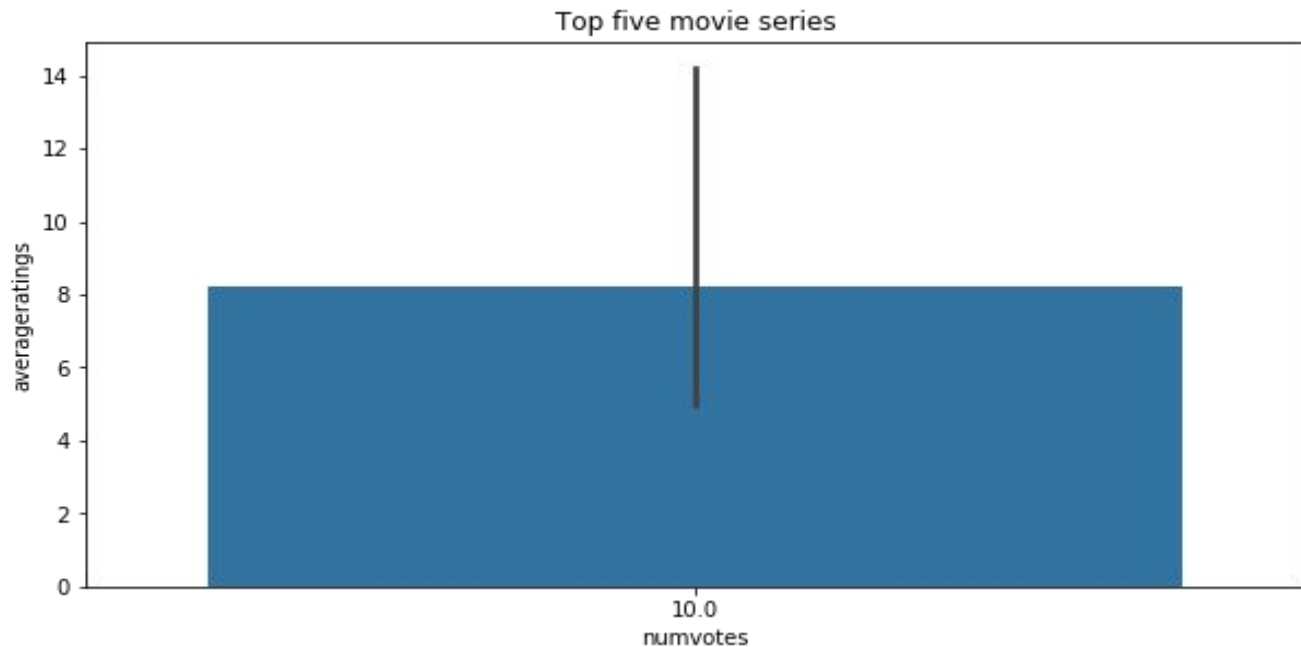
Microsoft will evaluate reactions from the customers.

There will be development of models and test the market mix.

There will be finalization of the new movie studio production of movies will start and marketing will roll out.

TOP FIVE MOVIE SERIES

The movie with highest number of ratings also had the highest number of votes from the customers.



TECHNOLOGIES USED

The following technologies will be used when designing a movie studio: 3D Animation, Film Editing software, and VFX Softwares.

CONCLUSION AND RECOMMENDATIONS

It will be good when insight is drawn from a collection of only one dataset.

FUTURE PLANS

In future when a company is having such a study should work with different movie series with episodes so that insight will be drawn from the movie with highest ratings and votes.