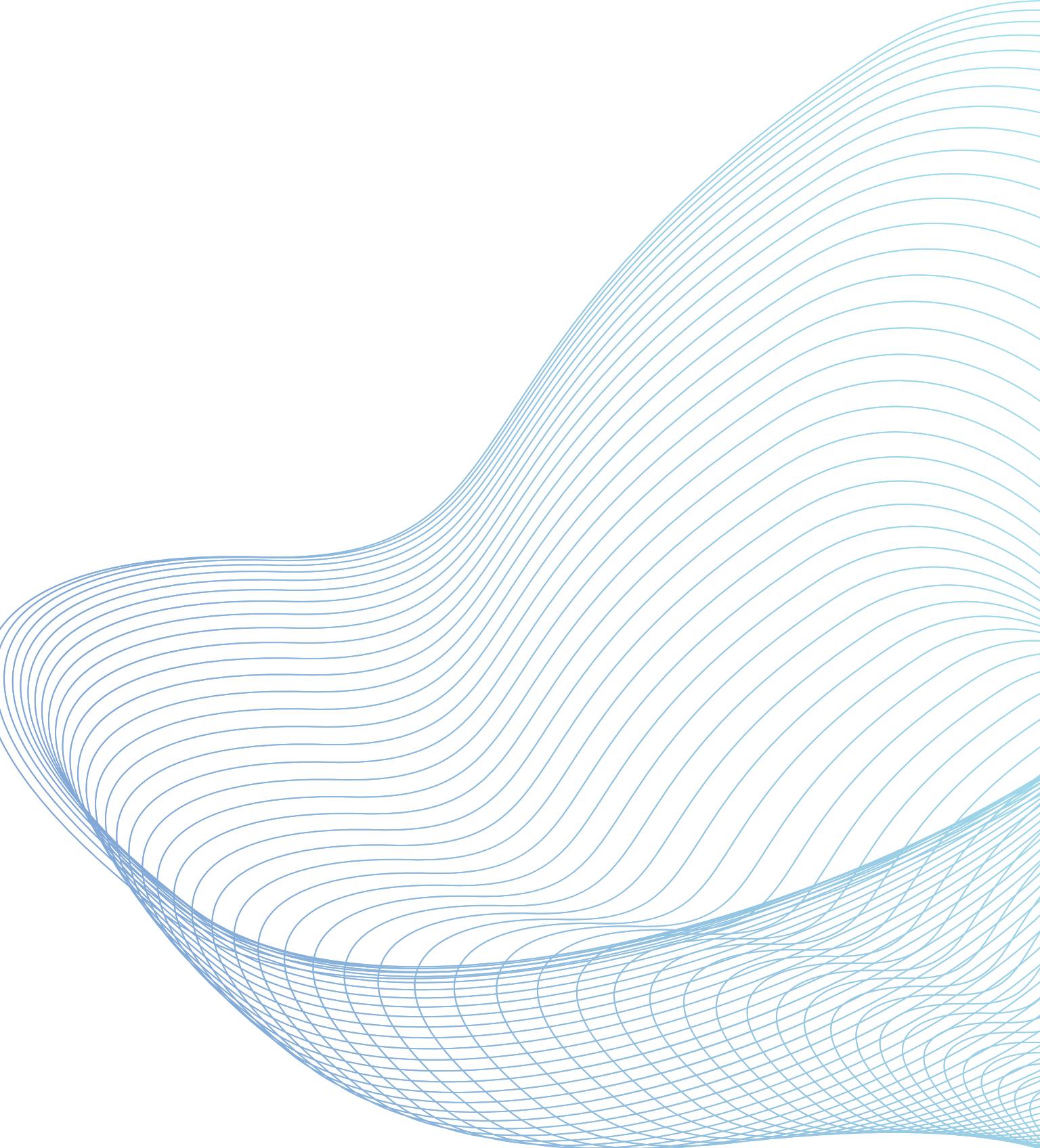


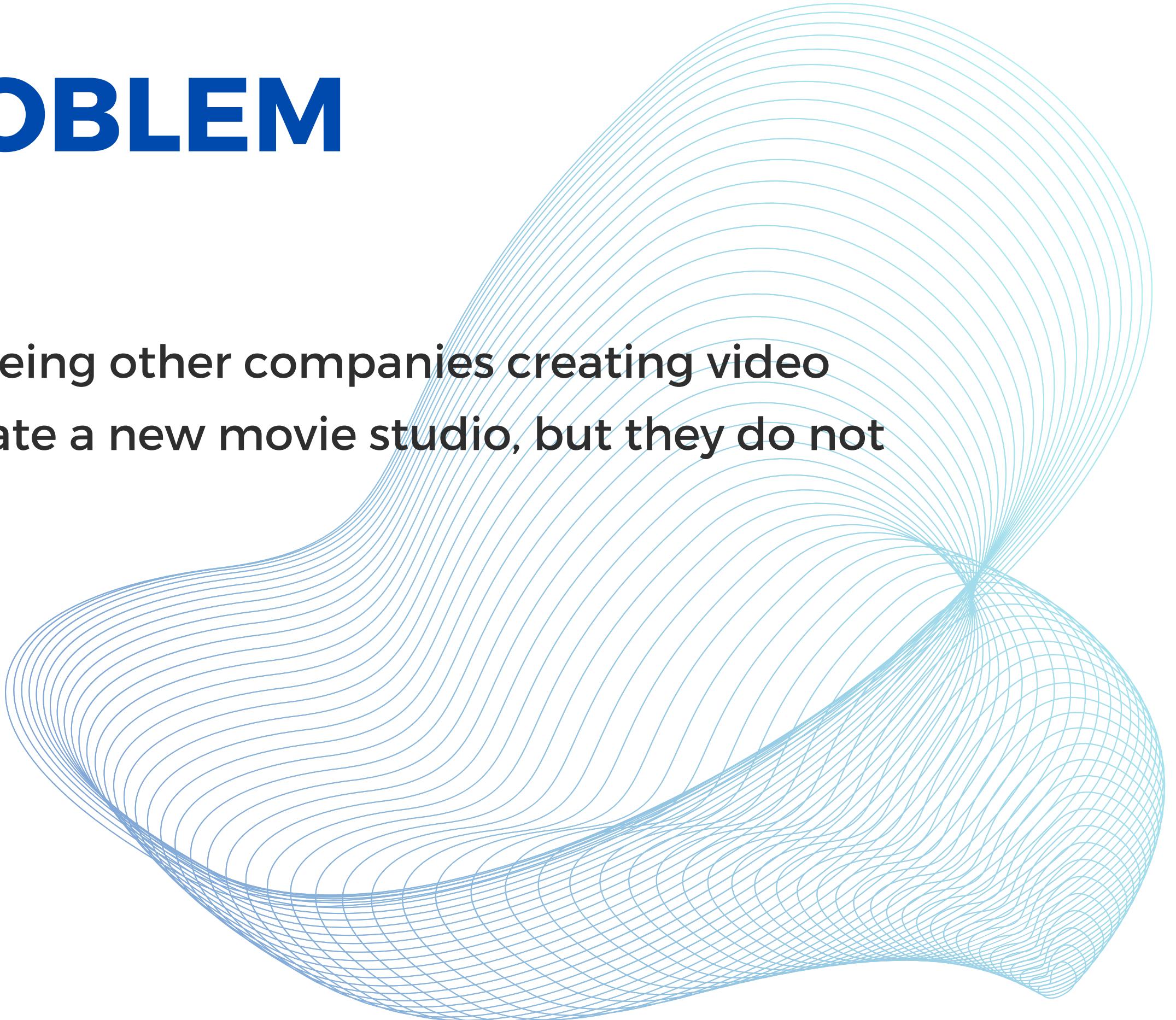
# MICROSOFT COMPANY

Presentation by Mercy Odino



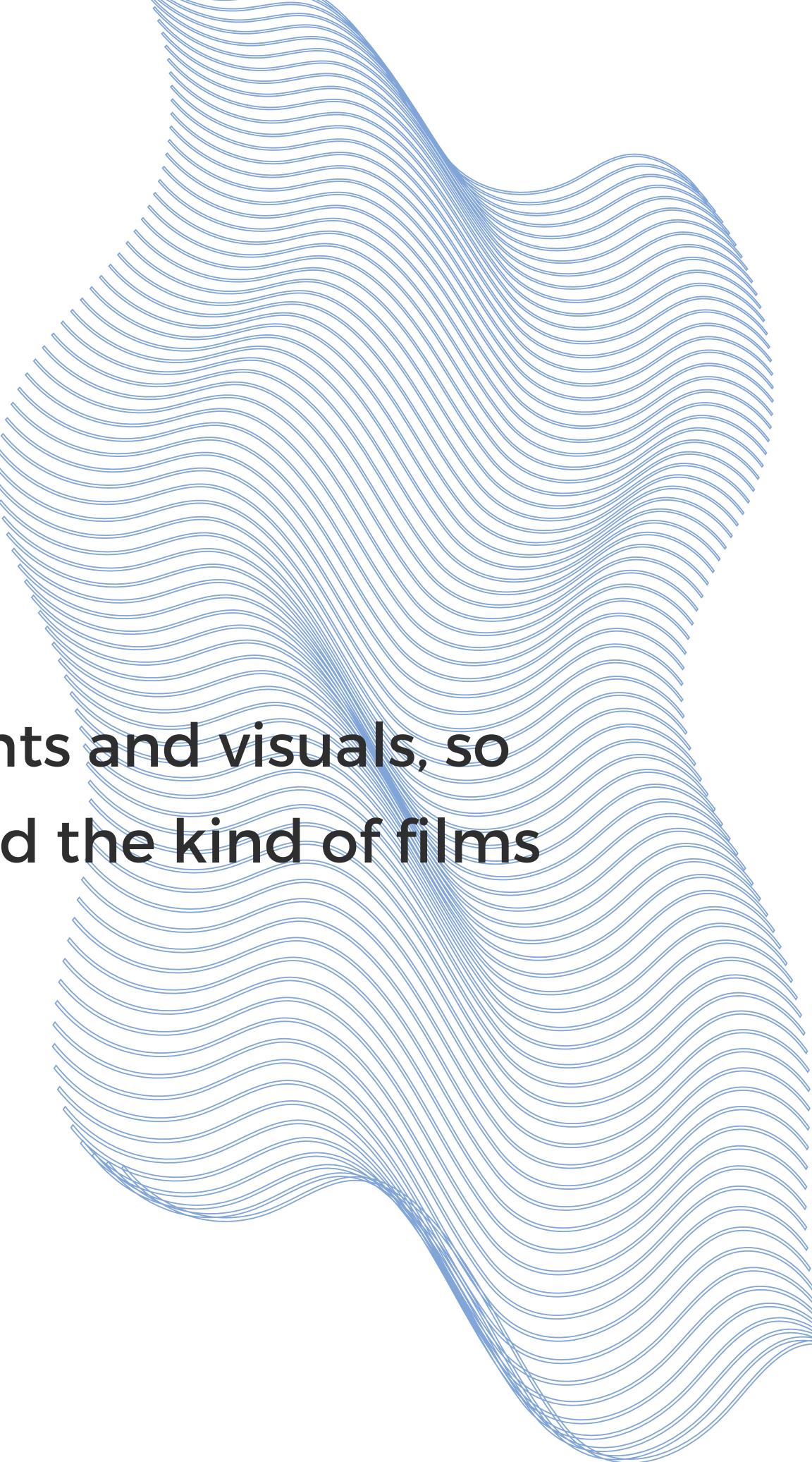
# BUSINESS PROBLEM

Microsoft Company have been seeing other companies creating video content and have decided to create a new movie studio, but they do not know how to create movies.



# **PROBLEM STATEMENT**

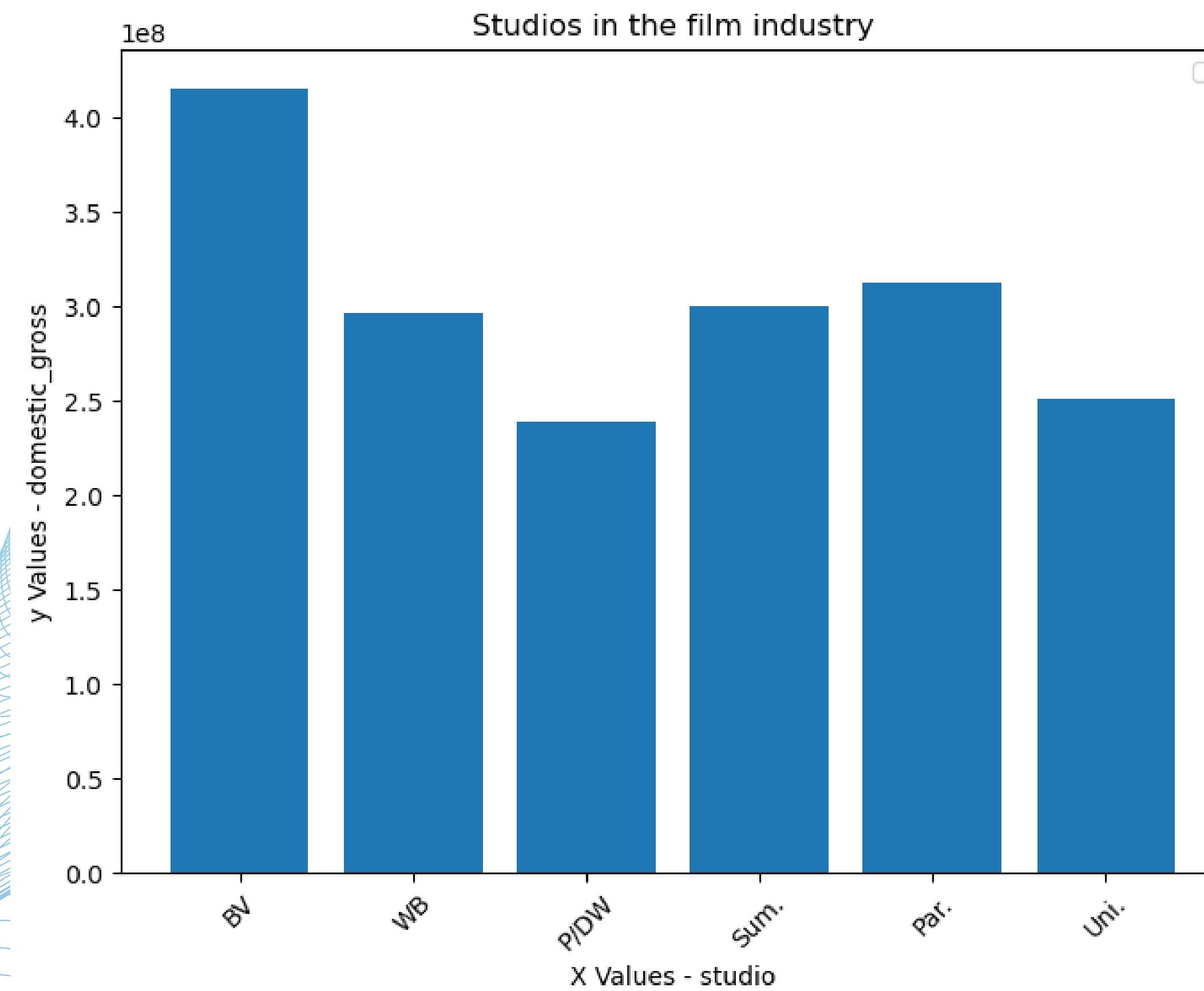
This is where you gather the findings into actionable insights and visuals, so that the Stakeholders can understand what to produce and the kind of films that their target audience like.



# **DATA UNDERSTANDING**

This is where you look at your data files to find the connection between the data that you have been given and the business understanding.

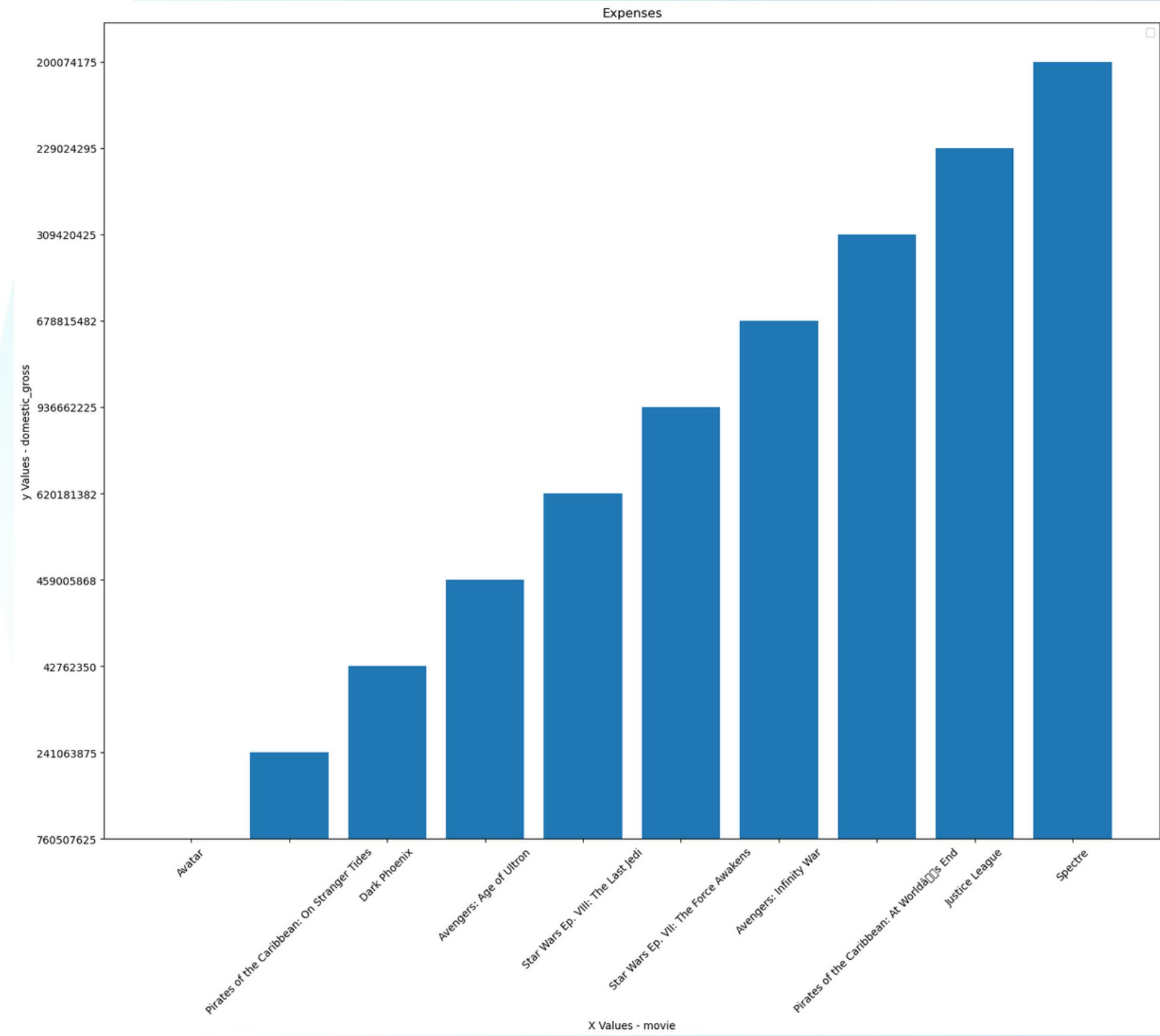
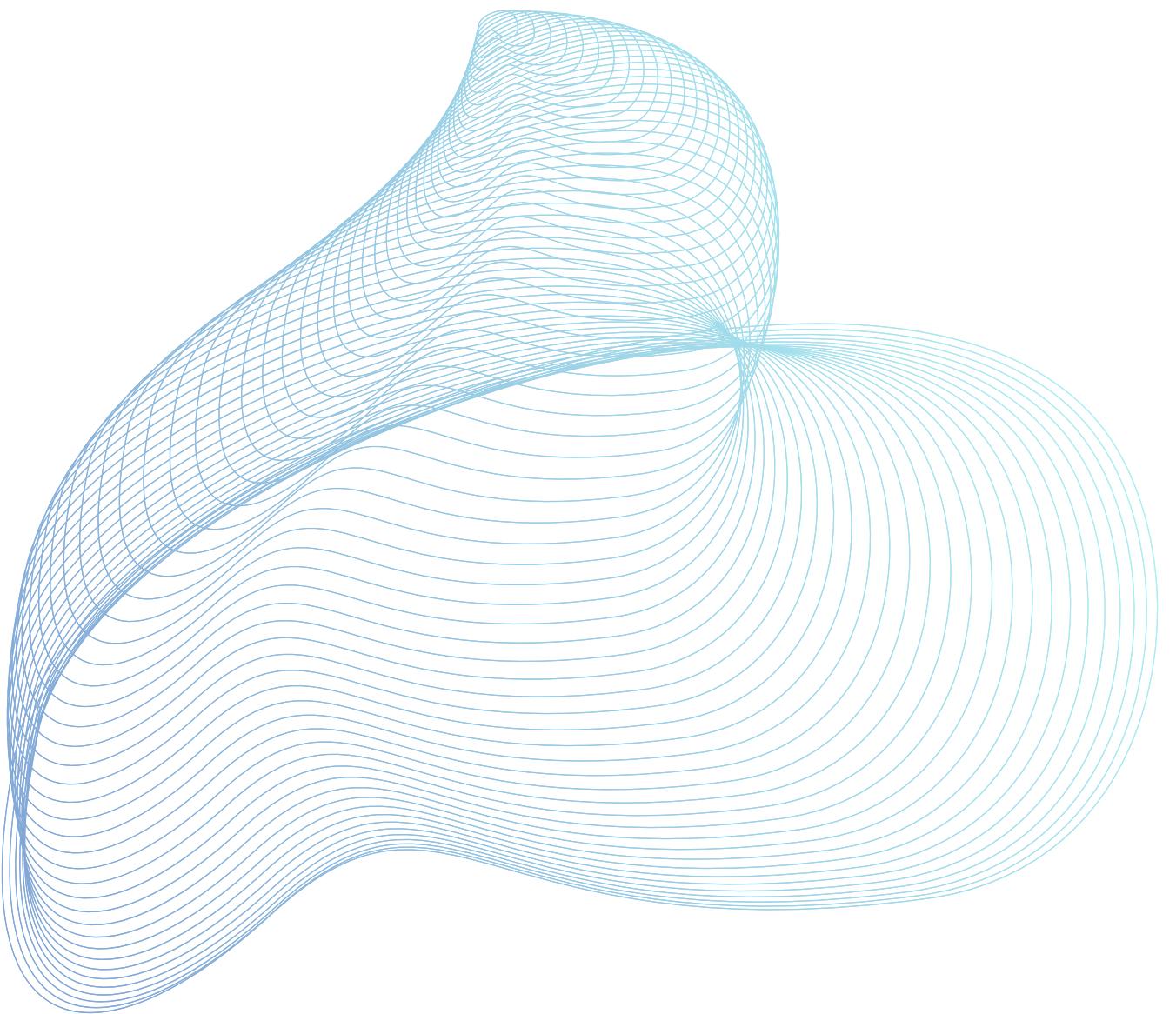
# DATA ANALYSIS



This is a graph showing the studios that are in the film industry

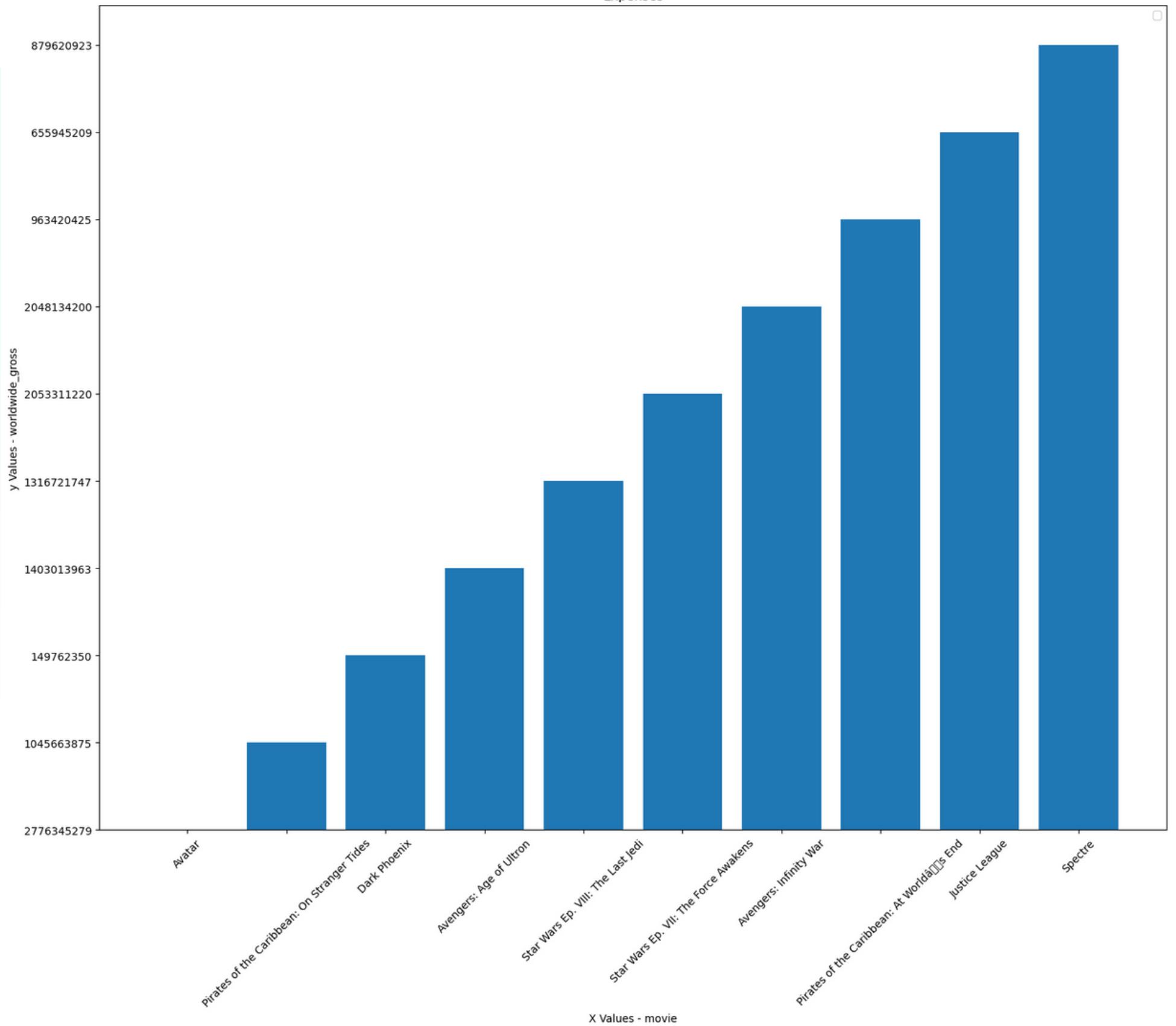
domestic\_gross vs studios

**This is a graph showing the  
domestic\_gross. This shows the  
how much was sold locally .**



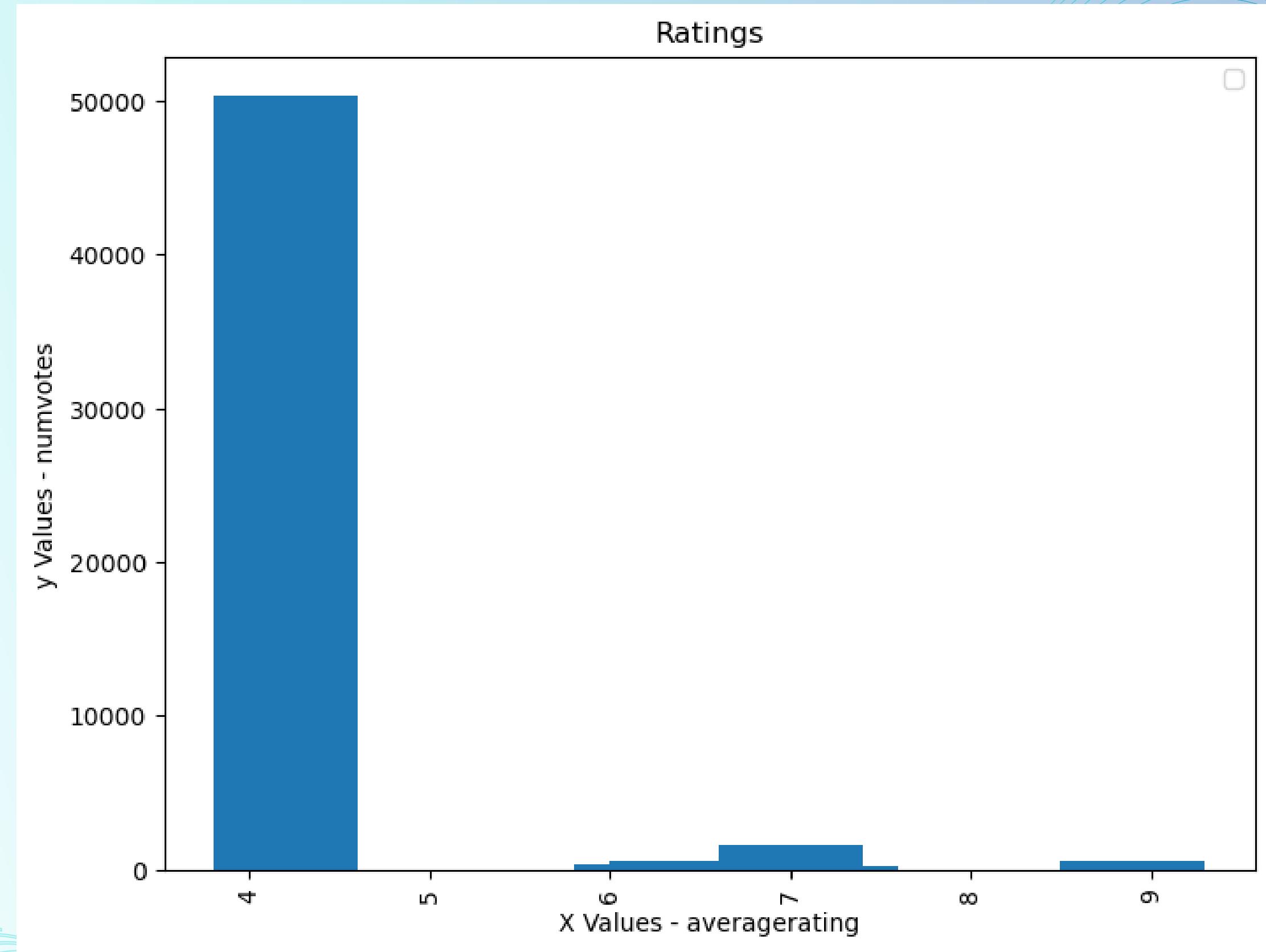
**Domestic\_gross vs Movie**

**This is a graph showing the worldwide\_gross. This shows the how much was sold internationally .**



**worldwide vs Movie**

**This graph shows the average rating and numvotes. This means once people are done watching a film or movie they rate it and its what helps sell the movie more.**



AVERAGERATING VS NUMVOTES

# CONCLUSION

**-The film industry has a lot of money.**

**There will always be losses and wins in this industry**

**-Ratings are important, pay attention to what your target audience is saying.**

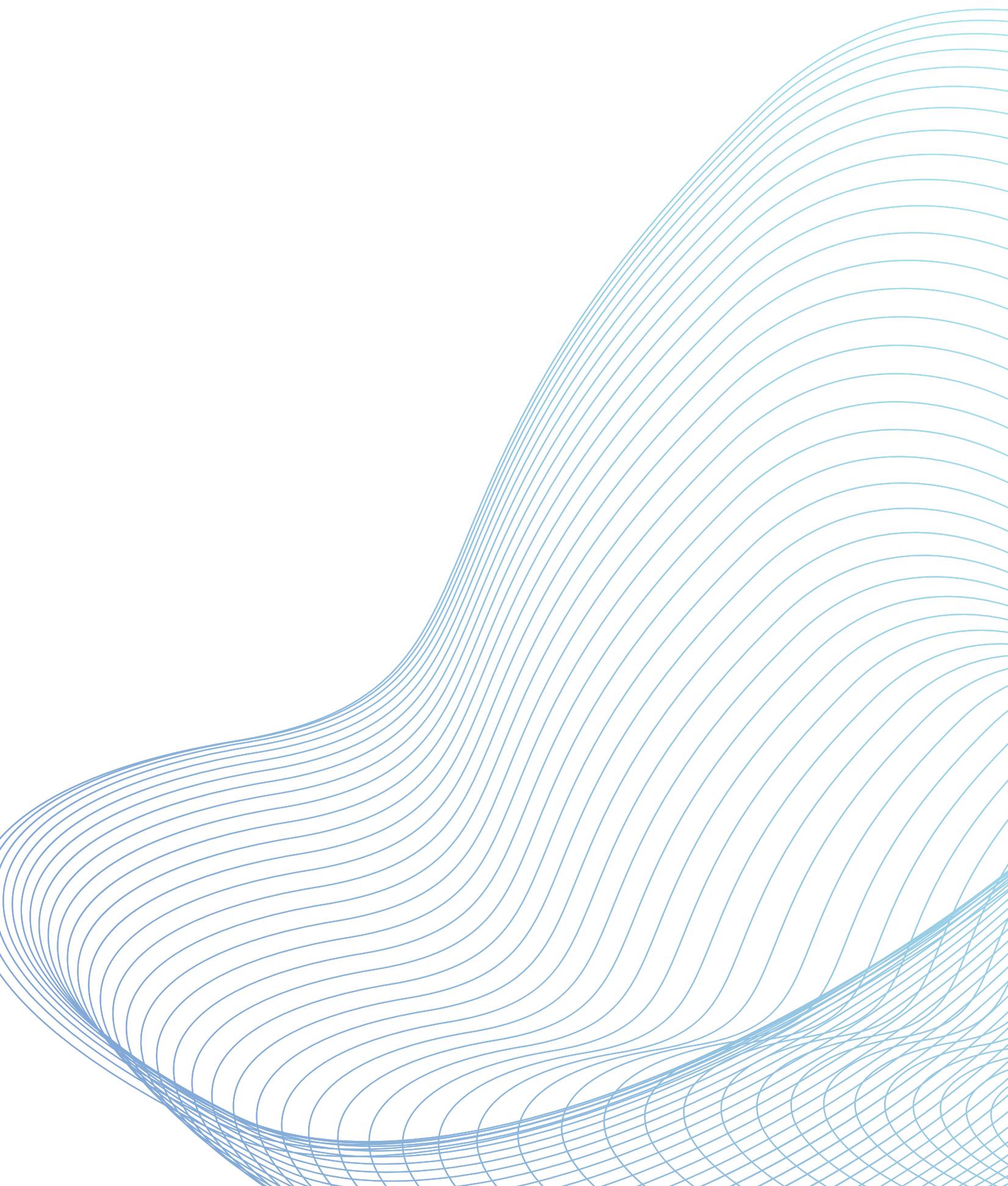
# RECOMMENDATIONS

- Always do your research from time to time in order to be at par with the kind of movies/films that people like.
- Always keep an eye on what your competitors are doing so that you are not left behind.

# ANY QUESTIONS?

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# **THANK YOU!**

