

Microsoft

Movie Industry Analysis

By: Mitchell Ren

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Project Overview

This project's goal is to answer the following question:
Where should Microsoft begin in its endeavor to enter the movie-making business?

In today's presentation I will cover the following:

- Business Understanding
- Data Understanding
- Data Analysis
- Recommendations
- Next Steps

Business Understanding

Opportunity

- Microsoft entering the movie-making businesses

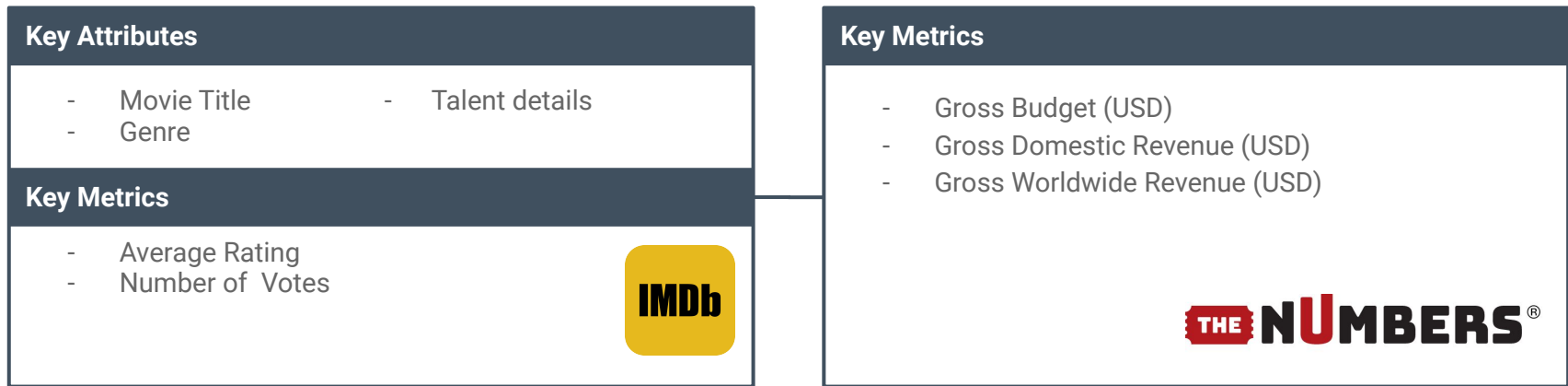
Challenges

- Lack of experience and expertise in this field

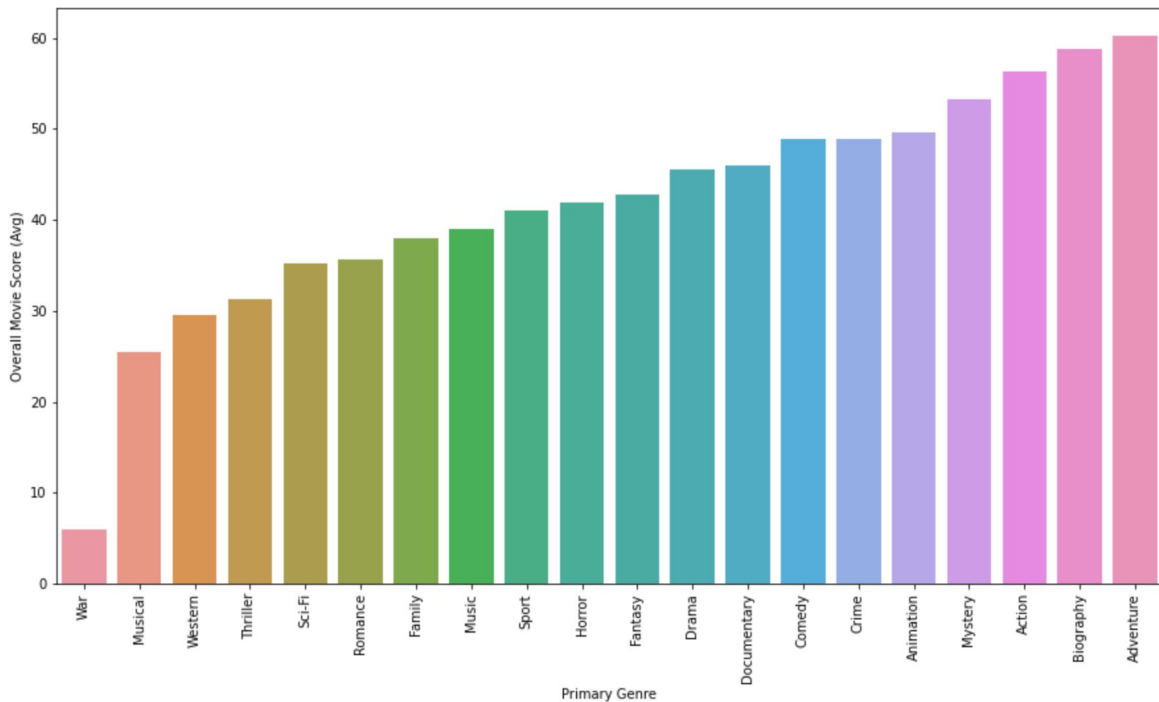
Objectives

- Investigate the industry's current landscape
- Identify which types of films have been most successful
- Provide 3 concrete recommendations on how to proceed

Data Understanding



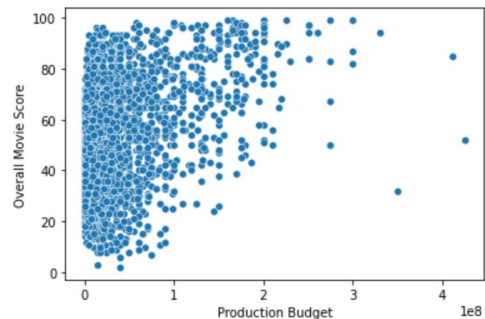
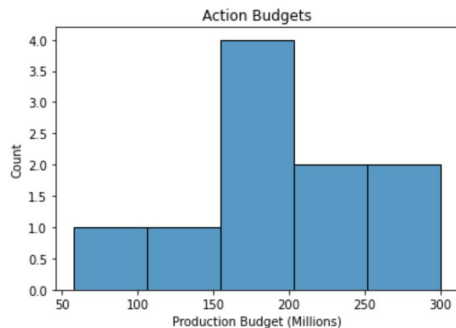
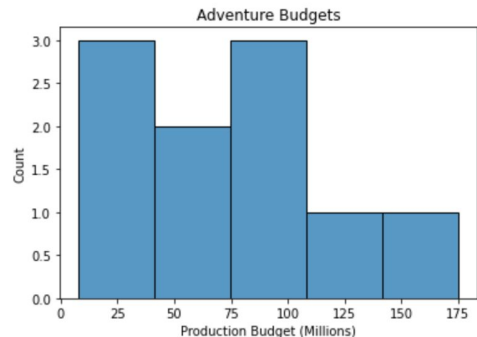
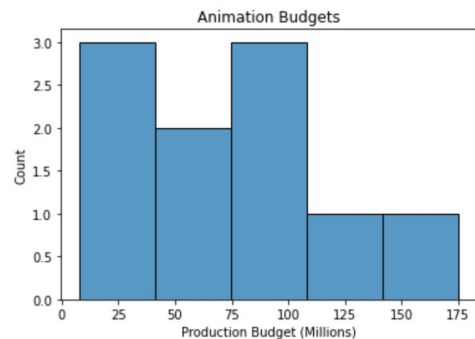
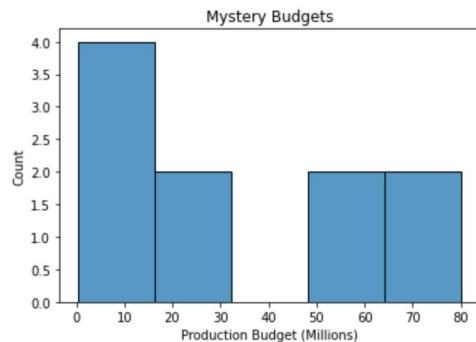
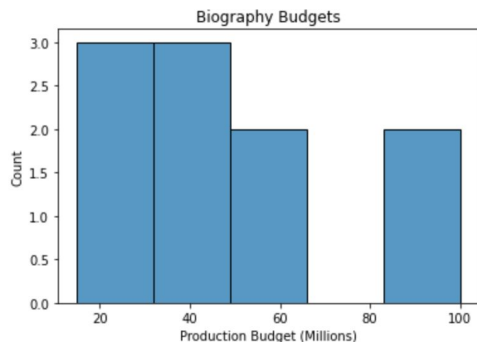
Data Analysis



Top 5 Genres

- 1) Adventure
- 2) Biography
- 3) Action
- 4) Mystery
- 5) Animation

Data Analysis (Cont.)



Recommendations

Genres:

Microsoft should focus its initial efforts on making movies in the following genres:

- Adventure
- Biography
- Action
- Mystery
- Animation

Budgets:

Microsoft should aim to budget accordingly for the above-listed genres

Talent:

Microsoft should also prioritize working with the best talent in each of the aforementioned categories

Next Steps

Immediate next steps:

- Reach out to the writers, directors and actors listed in the Talent_List.csv file provided with this analysis
- Plan for the first few movie projects within the top performing genres

Long-term next steps:

- Supplement the initial findings with added data sources and further statistical analysis
- Once Microsoft begins releasing movies, analyze in-house performance data on an ongoing basis

Thank You

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