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microsoft movie analysis

introduction

in its effort to expand, microsoft wants to get into the action and establish a movie studio , well its a good idea as the industry is on recovery mode from the pandemic and demand for films is on the rise.
according to film and music global market report 2021 ; the global film and music market grew from $289.13billion in 2021 at a compound annual growth rate (CAGR) of 6.9%

the film industry is very notorious for being unpredictable at times . therefore , it is very important to have a good understanding of the current trends and opportunities in the industry before making a decision on putting up a movie studio.

lucky for us , we have data

using a combination of statistical techniques and visiualization , we will uncover the "hidden secrets" that will help microsoft make vaible decisions as it tries to enter the market

sources of data

- bomovie dataset
- movie_info_dataset
- im.db database
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Pitch

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