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Python (learn-env) O





## Introduction

Microsoft Studios has recently ventured into the space of film production, but wants to know what are some key insights and recommendations that can receive to become a profitable film studio.

Microsoft can increase their profitability if they: A) Release films in during months that have the lowest number of releases, B) Release films primarily on Fridays, in addition to other days that show a high RIO when released on given day, and C) Look into partnering with a highly profitable film studio or invest market research in the studios that have shown the highest domestic gross on films.

## **Imports**

```
In [1]: import pandas as pd
import matplotlib
import matplotlib.pyplot as plt
```

## **First Data Set**

From The-Numbers.com that shows the production budgets and gross of a film. Working with this data, I provide an insightful analysis of the Return on Investment(RIO) for further recommendations.