

Microsoft Film Analysis

Overview

- Descriptive analysis has shown some ways Microsoft can make sure they have a good return on entering the movie industry

Outline

- Business Understanding
- Data Understanding
- Results
- Recommendations
- Next Steps

Business Understanding

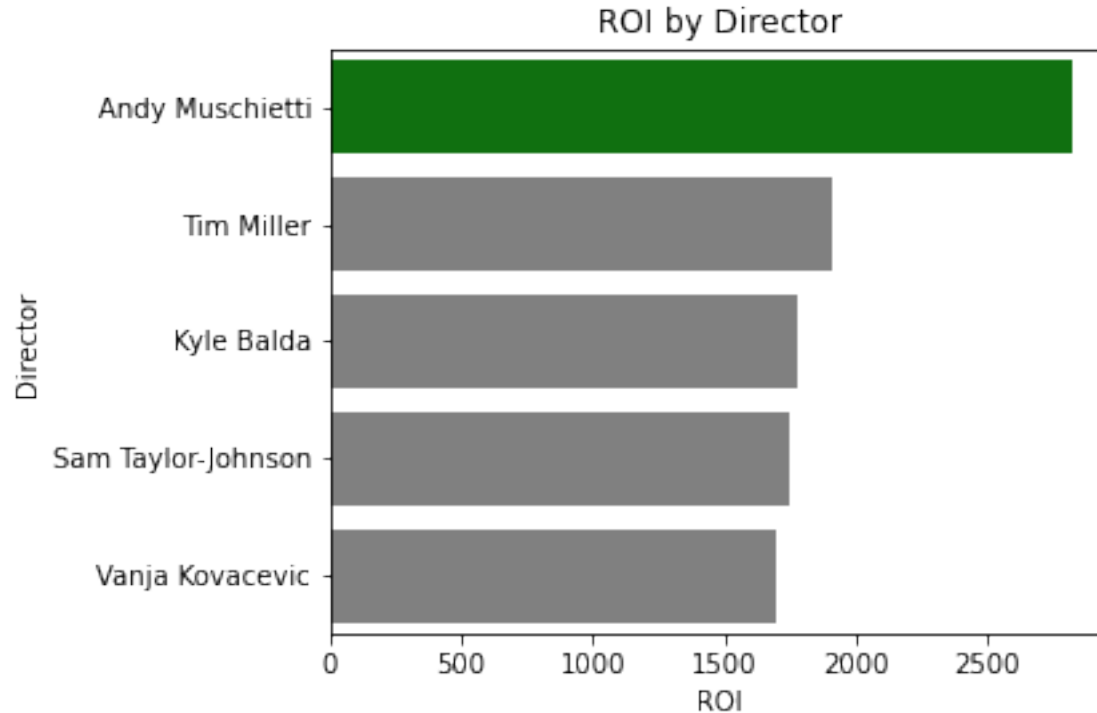
- Give Microsoft an idea of how best to invest into a new business venture into the film industry
- Assume that Microsoft will be spending several million on this project

Data Understanding

- IMDB has information regarding movies, runtime, directors, and genres
- The Numbers has information regarding gross income and budget
- ROI was calculated based on total gross and the budget taken from The Numbers

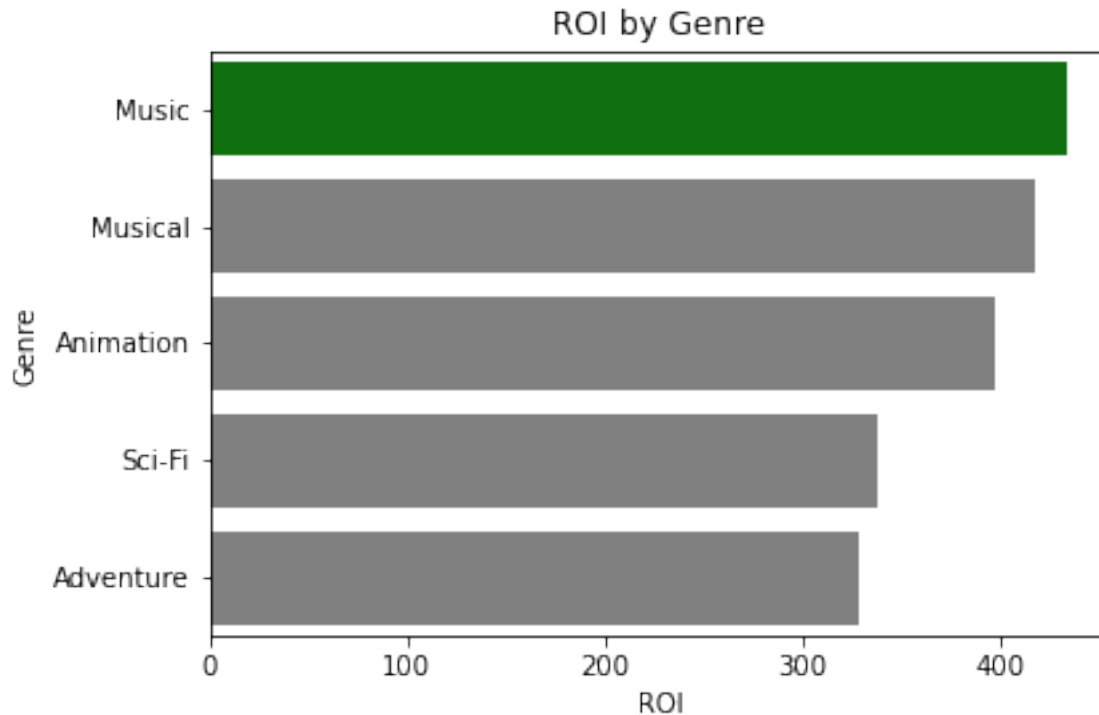
Director ROI

- Based on 1532 different movie/director combinations



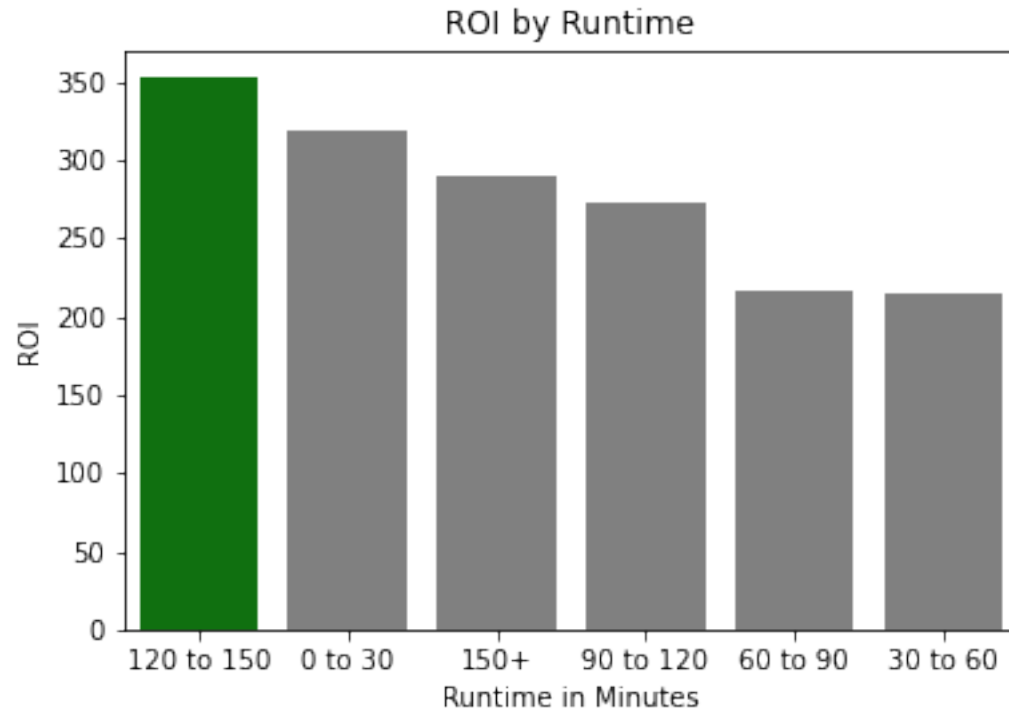
Genre ROI

- Based on 3116 combinations of movie/genres



Runtime ROI

- Based on 1389 movie run times (1216 after null drop)



Recommendations

To get the best investment follow these recommendations

- 1) Hire Andy Muschetti as director
- 2) Create a musical film
- 3) Aim for about 120 to 150 minutes of run time

Next steps

- Correlate director with genre of movie
- Narrow the time frame of when a movie was released

Thank you

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