

Microsoft Film Analysis

Overview

- I think this should be considered because I am giving information based on the ROI of various features of the data

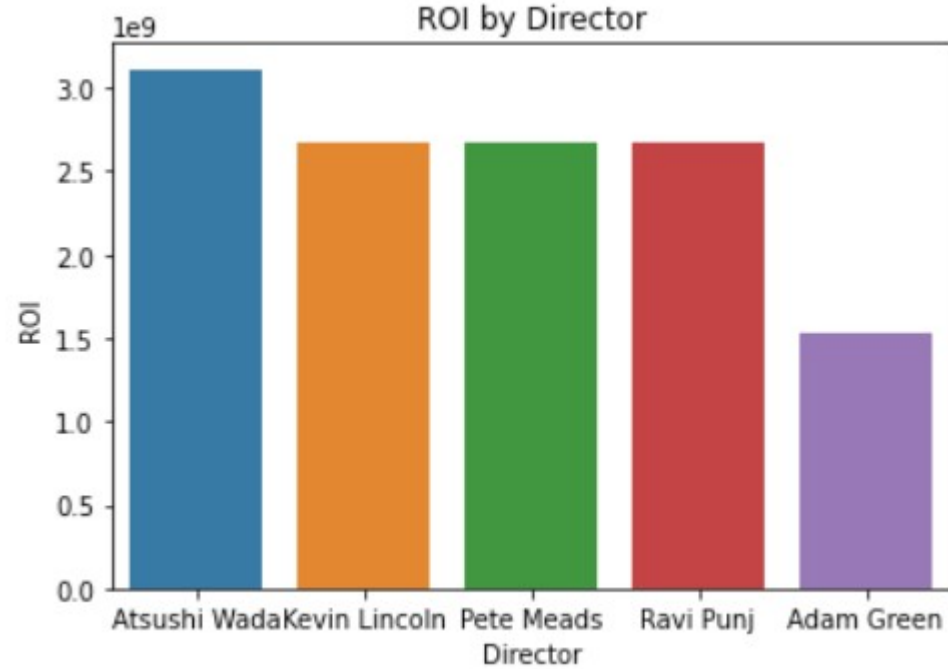
Business Understanding

- Analyze recent films to give Microsoft an idea of how best to invest into a new business venture

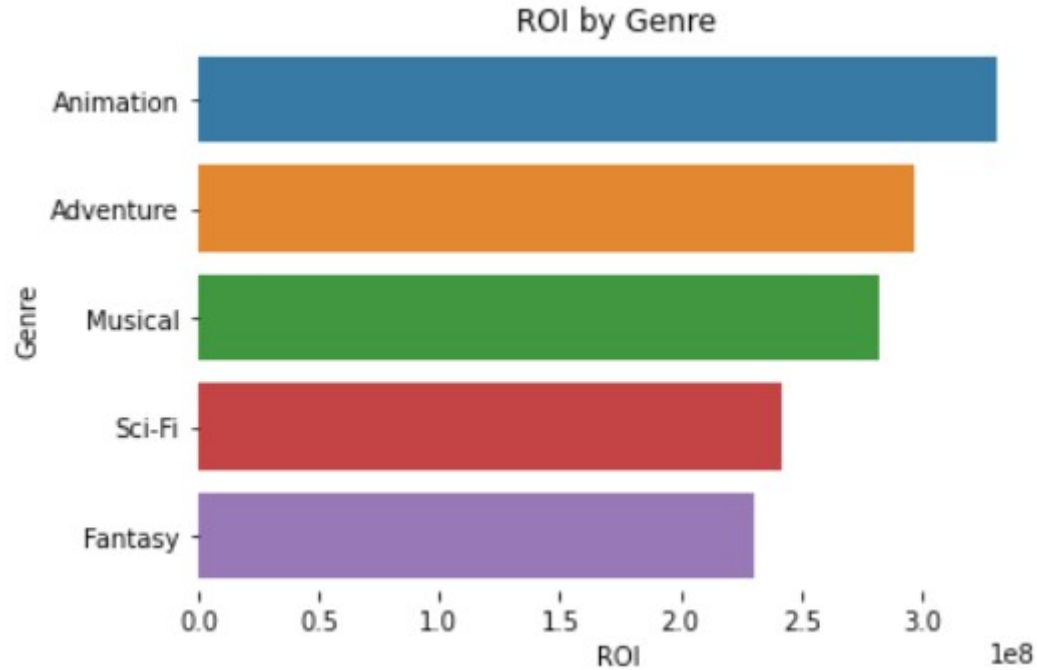
Data Understanding

- IMDB has information regarding movies, runtime, directors, and genres
- The Numbers has information regarding gross income and budget
- I used ROI as a measurement because I wanted to demonstrate what would get the biggest return on investment

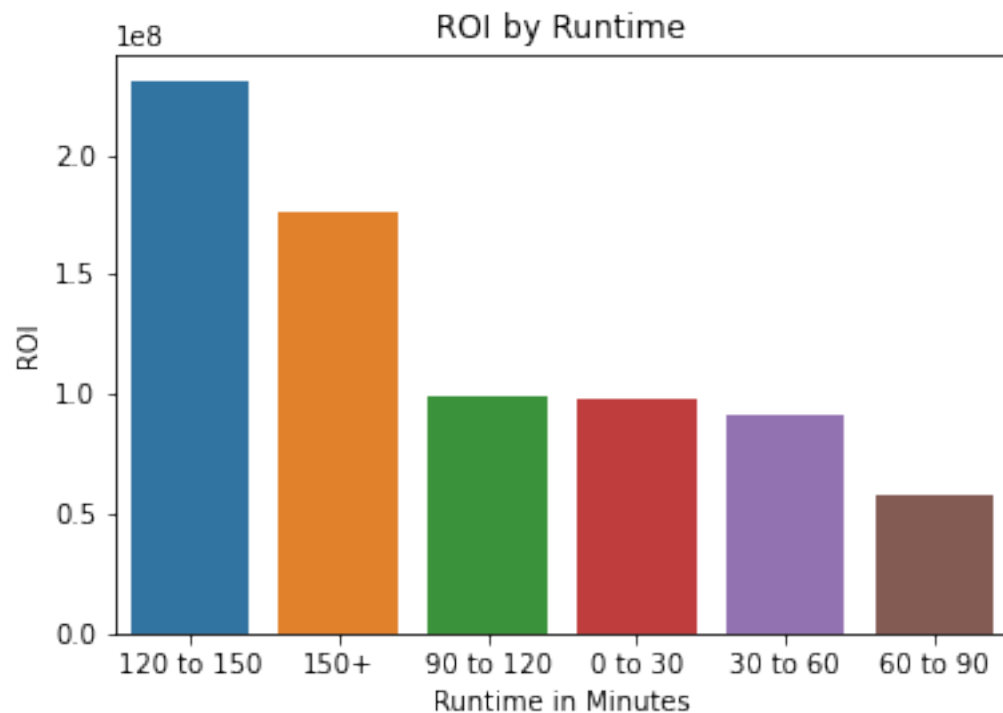
Director ROI



Genre ROI



Runtime ROI



Recommendations

- 1) Hire Atsushi Wada as director
- 2) Create an animated film
- 3) Aim for about 120 to 150 minutes of run time

Thank you

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