

# 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

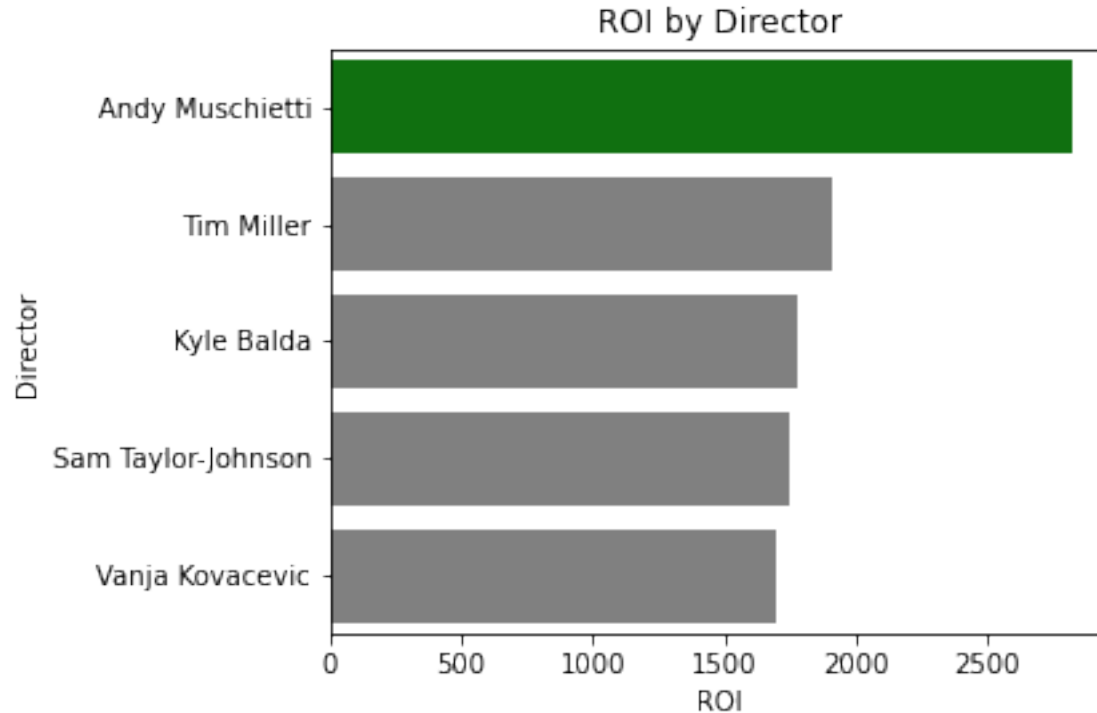
- Give Microsoft an idea of how best to invest into a new business venture namely into the film industry

# 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

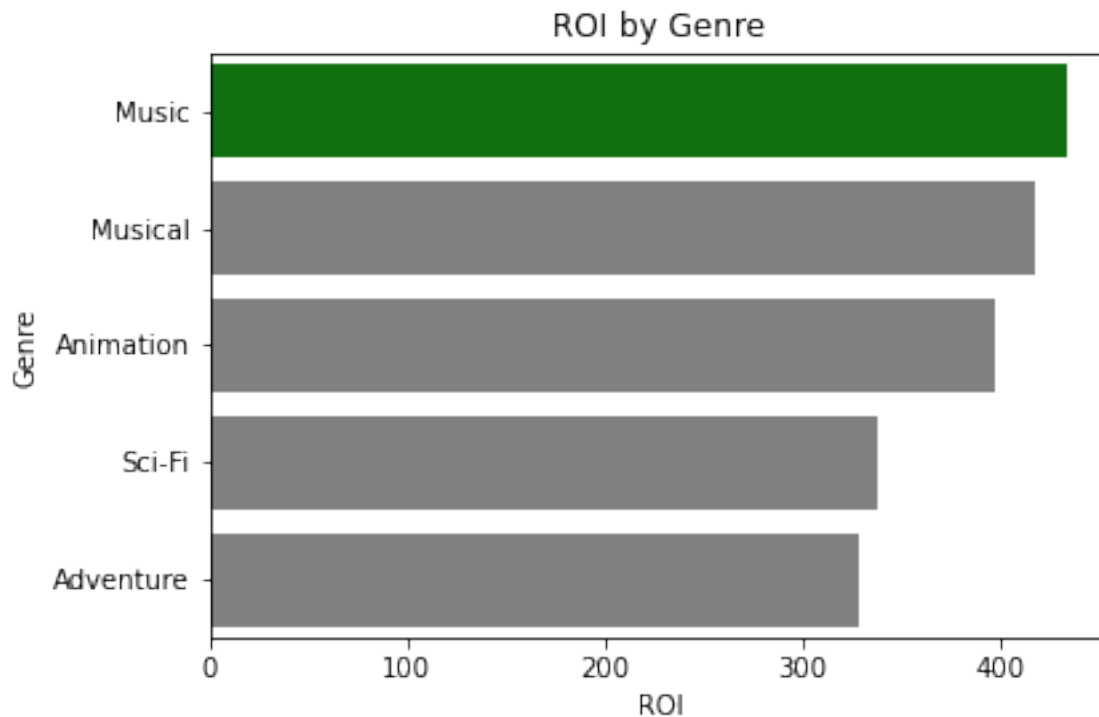
# Director ROI

- Based on 1532 different movie/director combinations



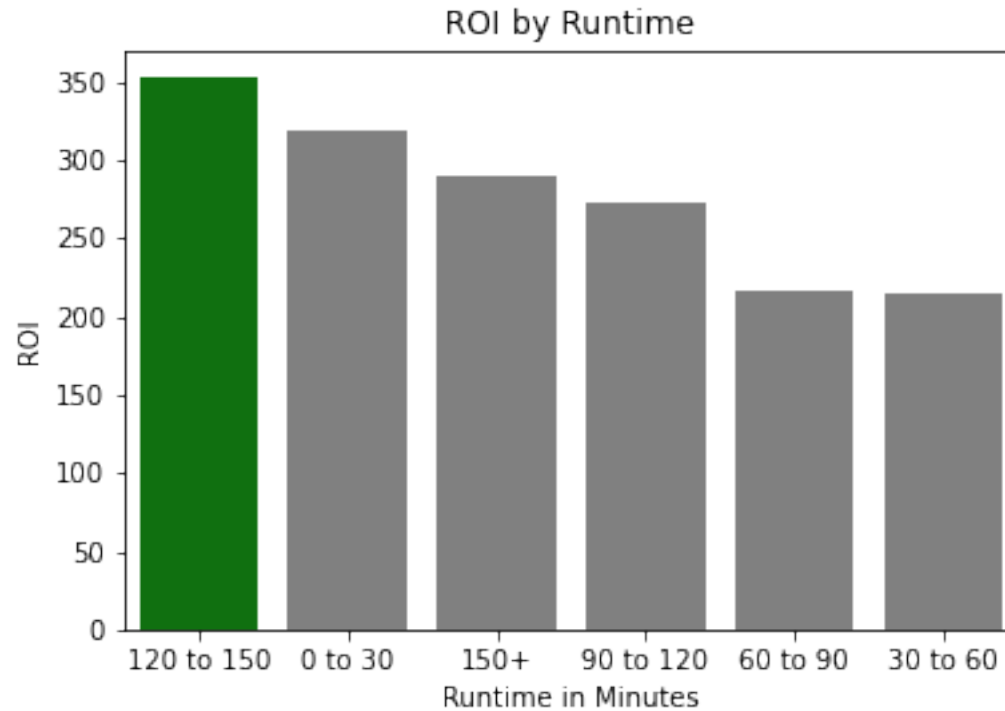
# Genre ROI

- 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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