

Microsoft Film Analysis

Overview

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

Business Understanding

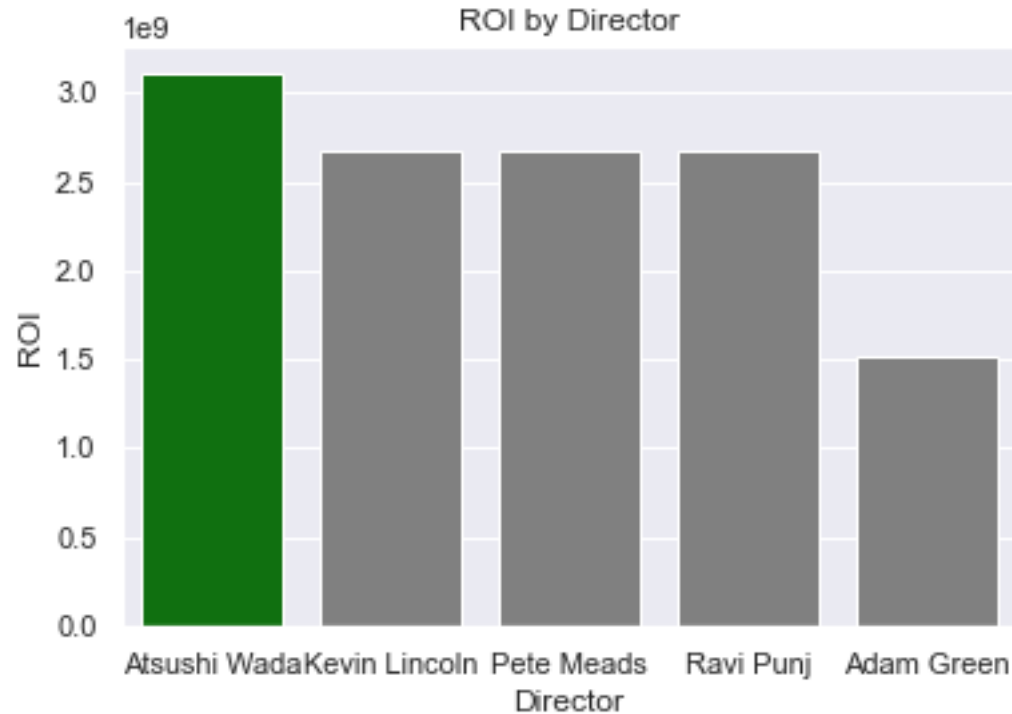
- Give Microsoft an idea of how best to invest into a new business venture namely into the film industry

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

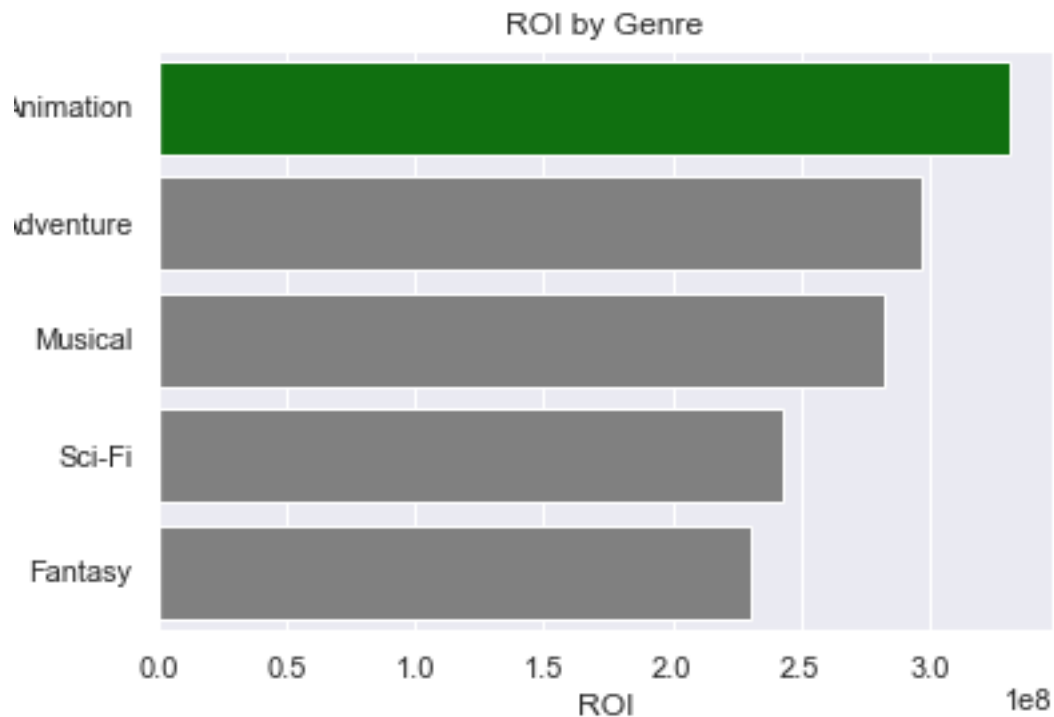
Director ROI

- Based on 4158 different movie/director combinations



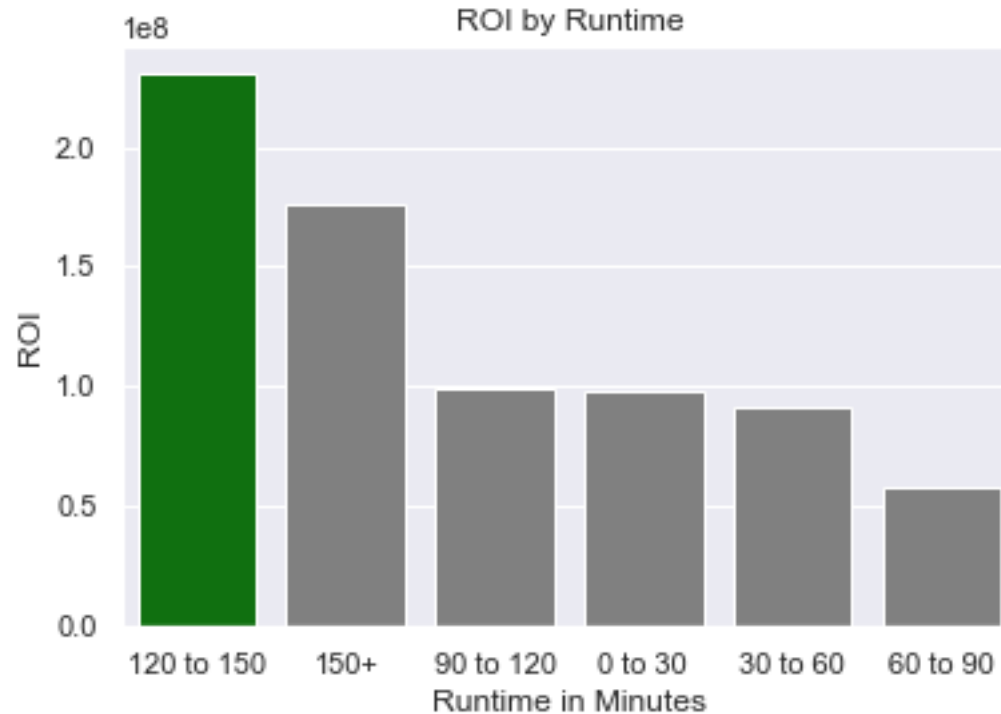
Genre ROI

- Based on 7834 combinations of movie/genres



Runtime ROI

- Based on 3326 movie run times



Recommendations

To get the best investment follow these 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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