

Non-Technical Presentation

Project Phase #2

Movies Data Analysis

Business Problem

Assess the potential ways of enter the movie business and draw recommendations in order to make an informal decision about it

Stakeholder

The head of the new movie studio

Metrics of success

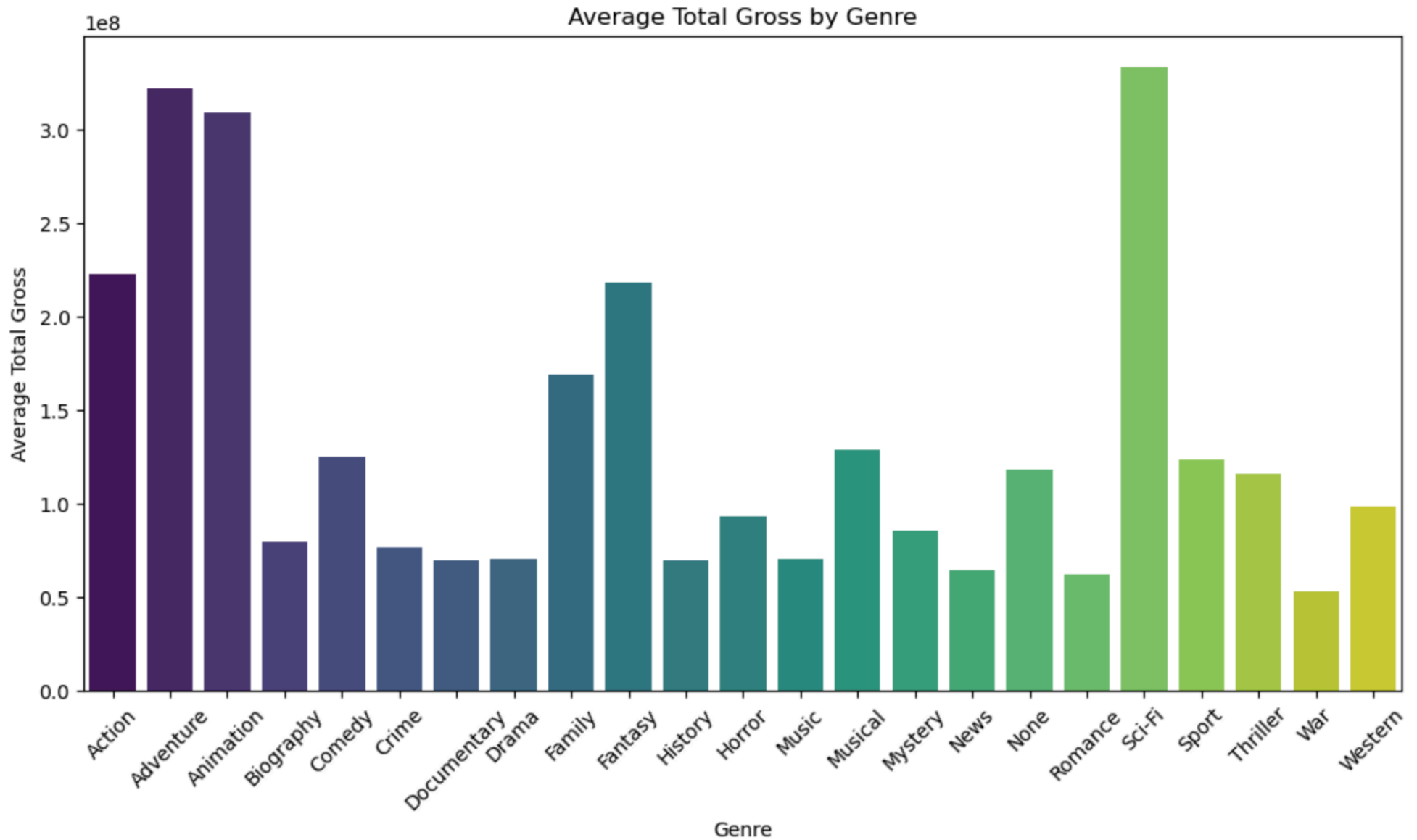
We want to understand the movies that has

- the highest total revenue
- the highest popularity

Data

Source: Official Data from various movies corporations

Recommendation #1



Recommandation #1

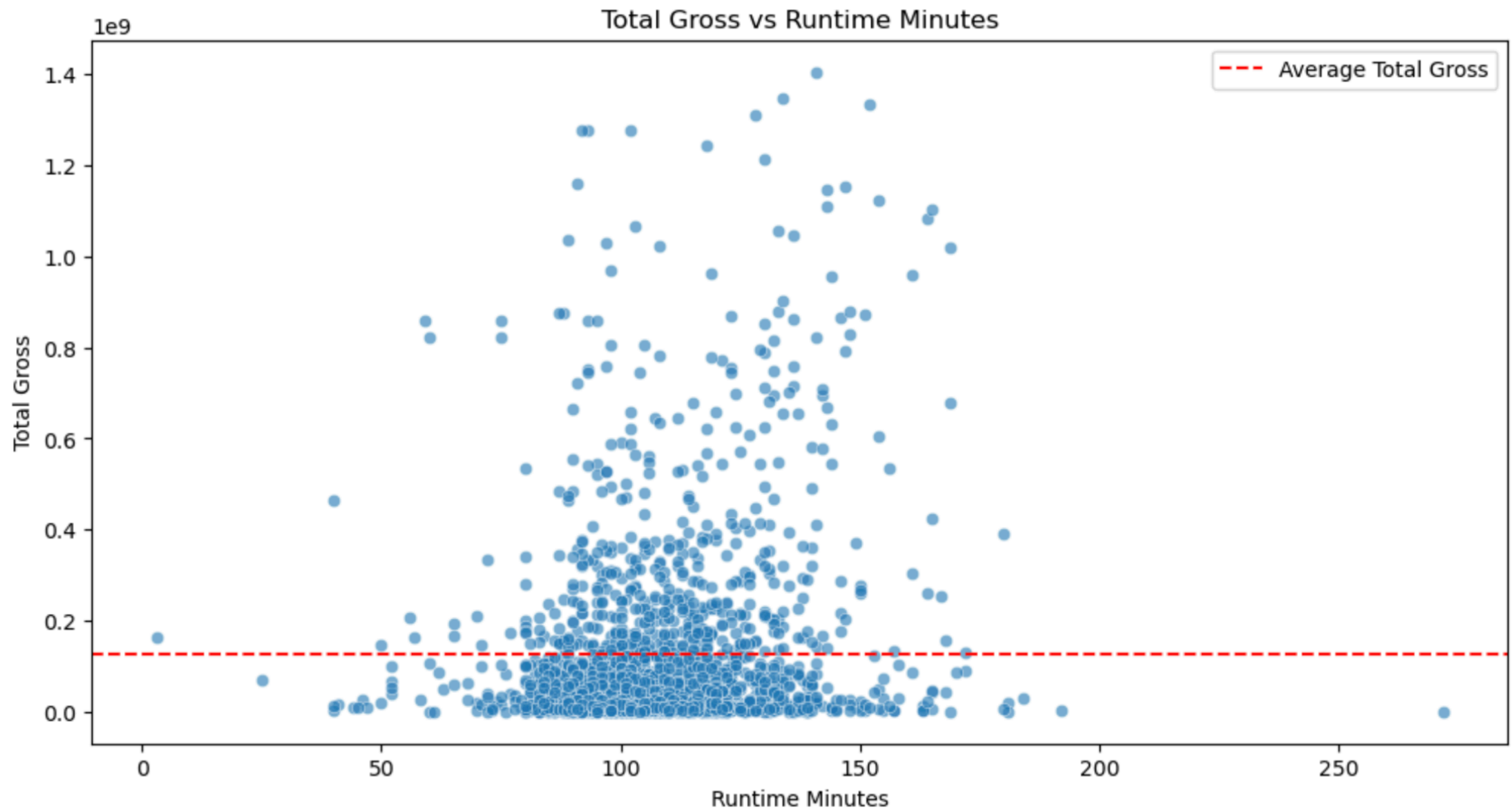
The best genre types that my company should do are :

Adventure

Animation

Sci-Fi

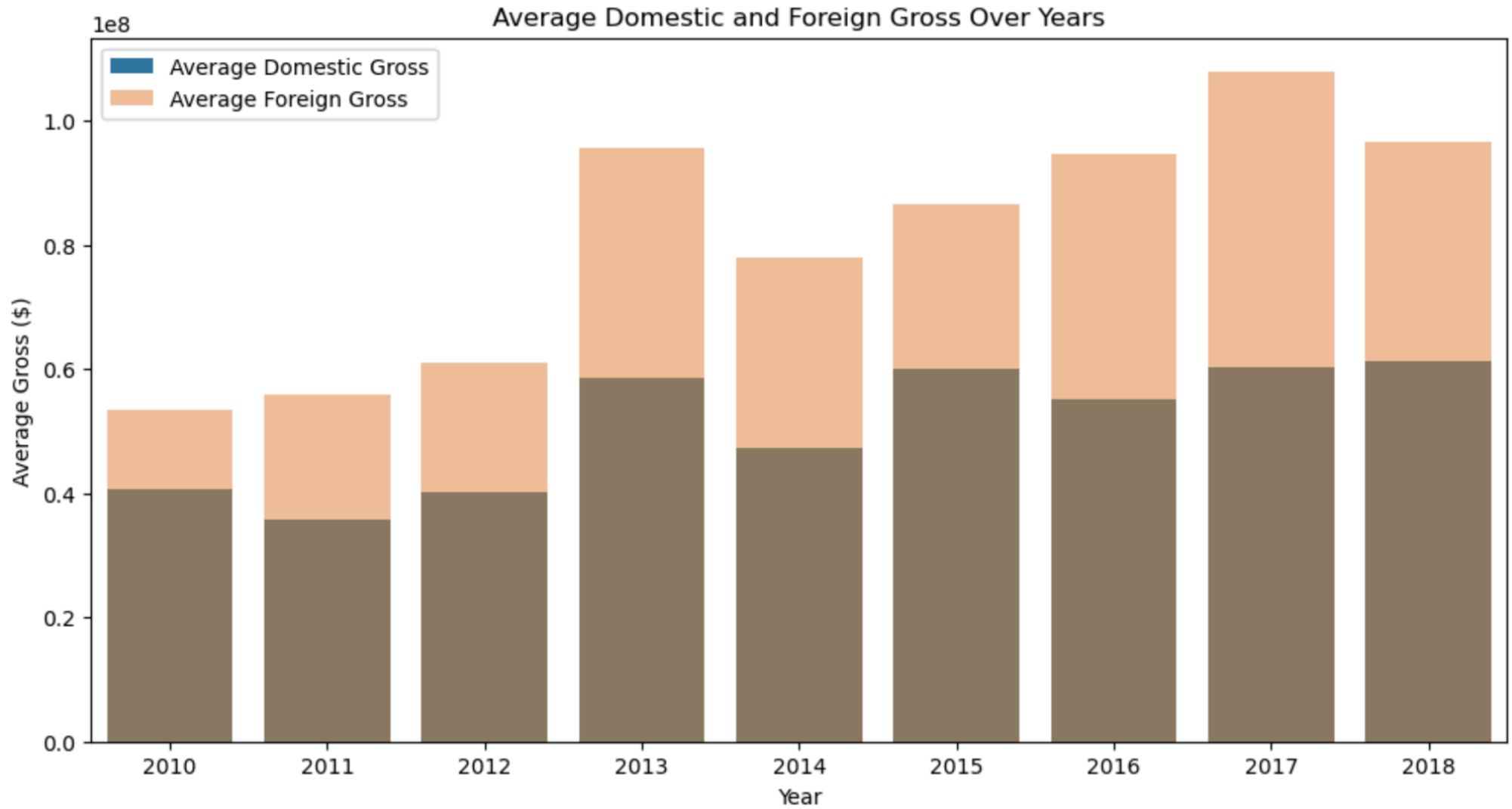
Recommendation #2



Recommandation #2

If possible, always give preference to create a film that lasts between 110 and 114 minutes (at 5% confidence interval)

Recommendation #3



Recommandation #3

Develop two different targeted international and domestic release strategies for each film as most of the money will come from the foreign market