

PROJECT OUTLINE

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1. Overview.
2. Business Understanding.
3. Data Understanding.
4. Data Analysis.
5. Recommendations.
6. Next Steps.

A professional film studio set with a large blue backdrop, a black floor mat, and a camera on a dolly. A red ladder is visible on the left, and a hallway is visible on the right. The text "Microsoft Film Studio" is overlaid in the center.

Microsoft Film Studio

THE PROBLEM: Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.

SOLUTION: 1. PLAN A FILM COMPANY
2. INVEST IN MAJOR MARKETS
3. INVEST IN DIGITAL

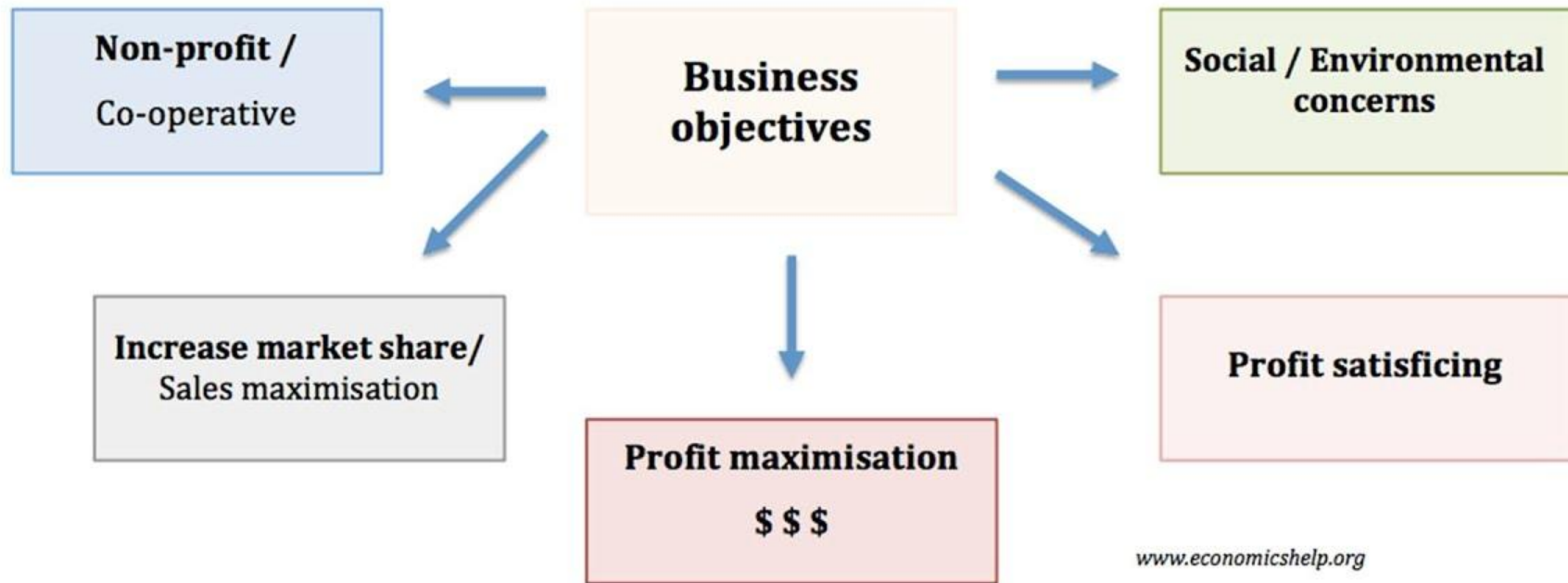
TOOLS TO USE:

1. Research
2. Social Media presence
3. Surveys

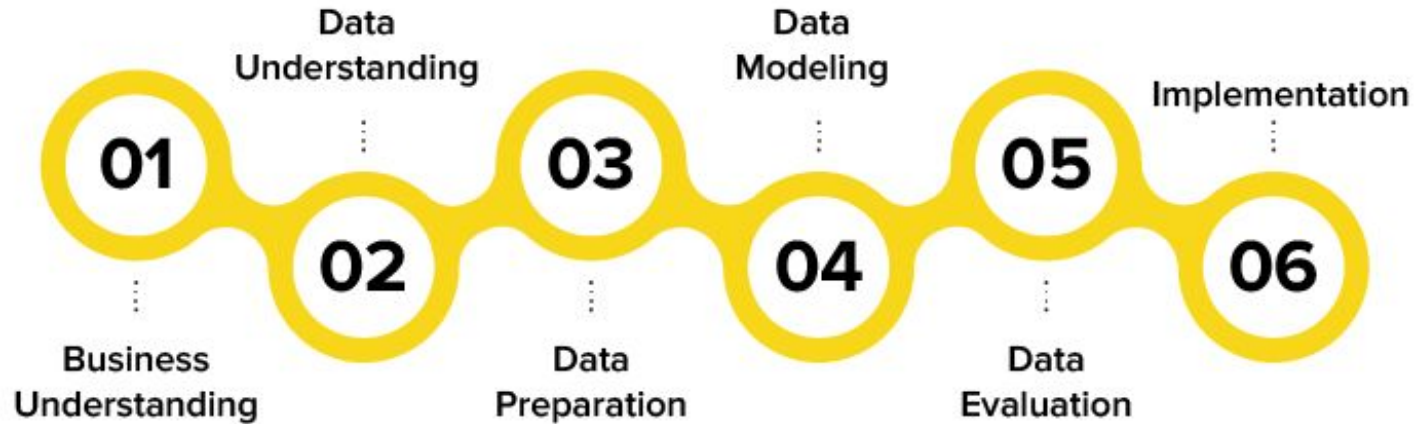
Business Problem

Microsoft sees all the big companies creating original video content and they want to get in on the fun. They have decided to create a new movie studio, but they don't know anything about creating movies.

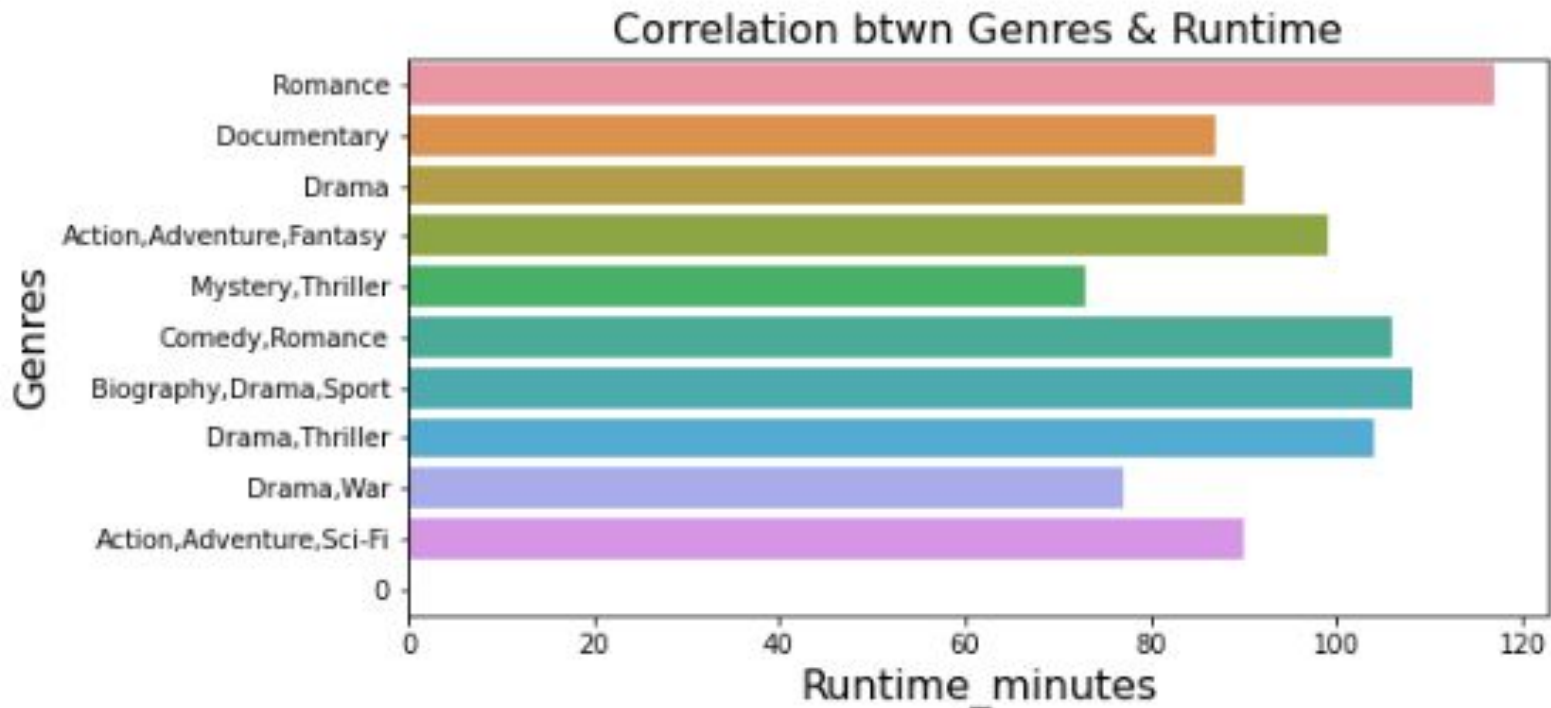
Business objectives



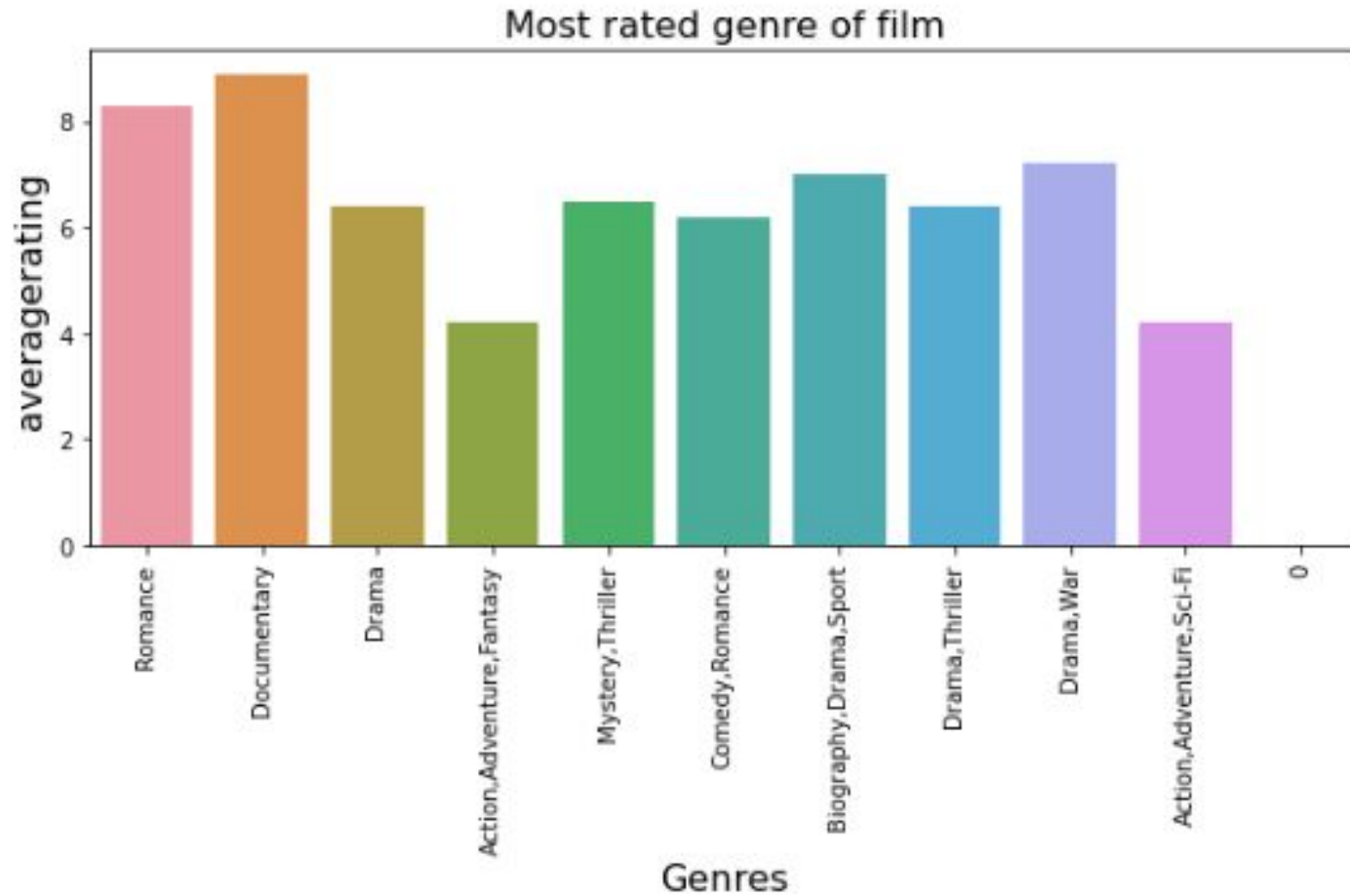
Business Understanding



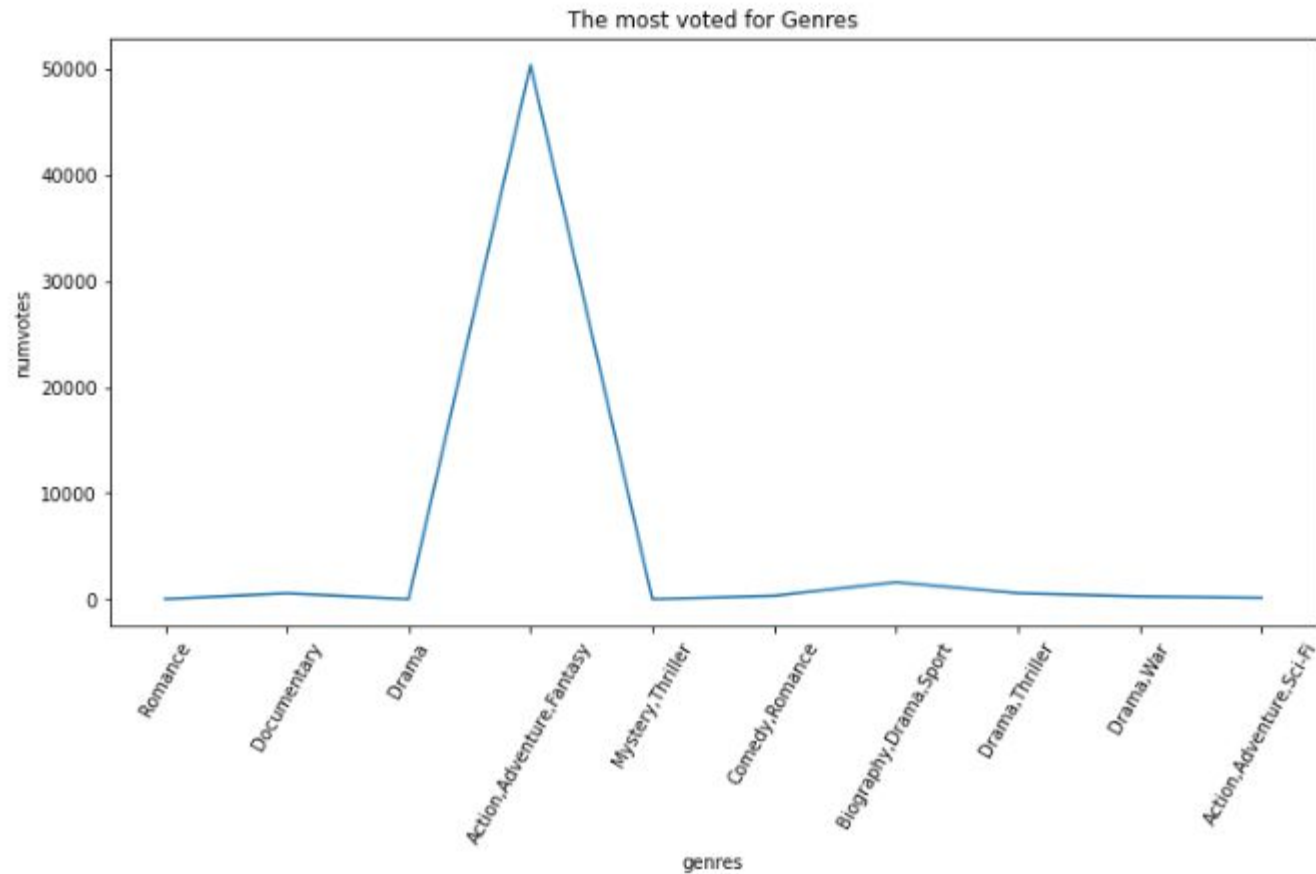
1. What is the correlation between the genre and movie runtime?
2. Which genre has the highest rating?
3. Which of the genres has the highest production budget?
4. Which Genre/Title with the highest foreign gross, domestic gross?
5. Which Movies and their genre have the highest world gross?
6. How many profitable studios are there?



Romantic movies have longer runtime than mystery, thriller movies. The production budget and the planned type of revenue are also reflected in runtime. Given that romance is the genre with the longest runtime, you should give it special consideration.



Documentary is the most rated genre of films is Documentary, and Action/Adventure/Fantasy being the least rated. A crucial genre should be documentaries.



Action, Adventure,Fantasy are most rated genres.
These could be the focused on genres first as you grow. The data shows that these are what consumers want more.

Conclusion:

A movie's average rating does not guarantee that it is a good movie, and the opposite is also true.

Film studios should provide many online and offline access methods for their content.

Fans of movies convey a different message about what they find appealing in movies.

According to the data provided, romantic films had longer runs than scary films.

It is necessary to conduct more research. To determine the amount of individuals who really see movies in theaters versus those who prefer to stream, surveys can be sent to owners of movie theaters, moviegoers, and internet respondents.

Depending on their genre and production costs, movies can make money both domestic and foreign.. Less people will watch it the worse the quality, and vice versa.



Recommendations

1. Plan your film production company.
2. Form your film production company into a legal entity : Sole proprietorship or an LLC(Limited Liability Company) or a cooperative?
3. Get your paperwork in order : Bank account, operating agreements, business licences and articles of the company.
4. Define your film production company brand.

5. Establish an all-star team of executives

- An Attorney > An entertainment lawyer who specializes in production services.
- Head of development > chooses and assesses scripts
- Head of productions > makes sure films are created on a specific timeline following a specific budget.
- Head of post production > oversees technical editing when a film is complete.
- Head of Sales & Distributions > Helps a film make profit
- Production accountant : Takes care of the finances of the company.

6. Purchase production insurance : In the event of an unexpected incident, the insurance policy protects you.

7. Have a website and social media presence.

8. Getting your essential equipment.

9. Economic Objectives : profit earning, market share, innovation & utilization of resources and increasing productivity



Recommendations

10. Accessibility of content in different markets: When movies come out, certain places get to view them while others don't. Allow growth by giving everyone the chance to watch a new movie in every region of the world.

11. Major Markets to invest in:

1. Tv Licensing
2. Foreign distribution
3. Domestic Box Office
4. Physical Copy sales
5. Digital streaming & video on demand



Recommendations

A green rectangular sign with rounded corners and a white border, mounted on two wooden posts. The sign features the words "Thank You" in a large, white, sans-serif font. The background is a sky with scattered, light-colored clouds, suggesting a sunset or sunrise. The entire image is framed by a solid blue border.

Thank You

ANY
QUESTIONS
?