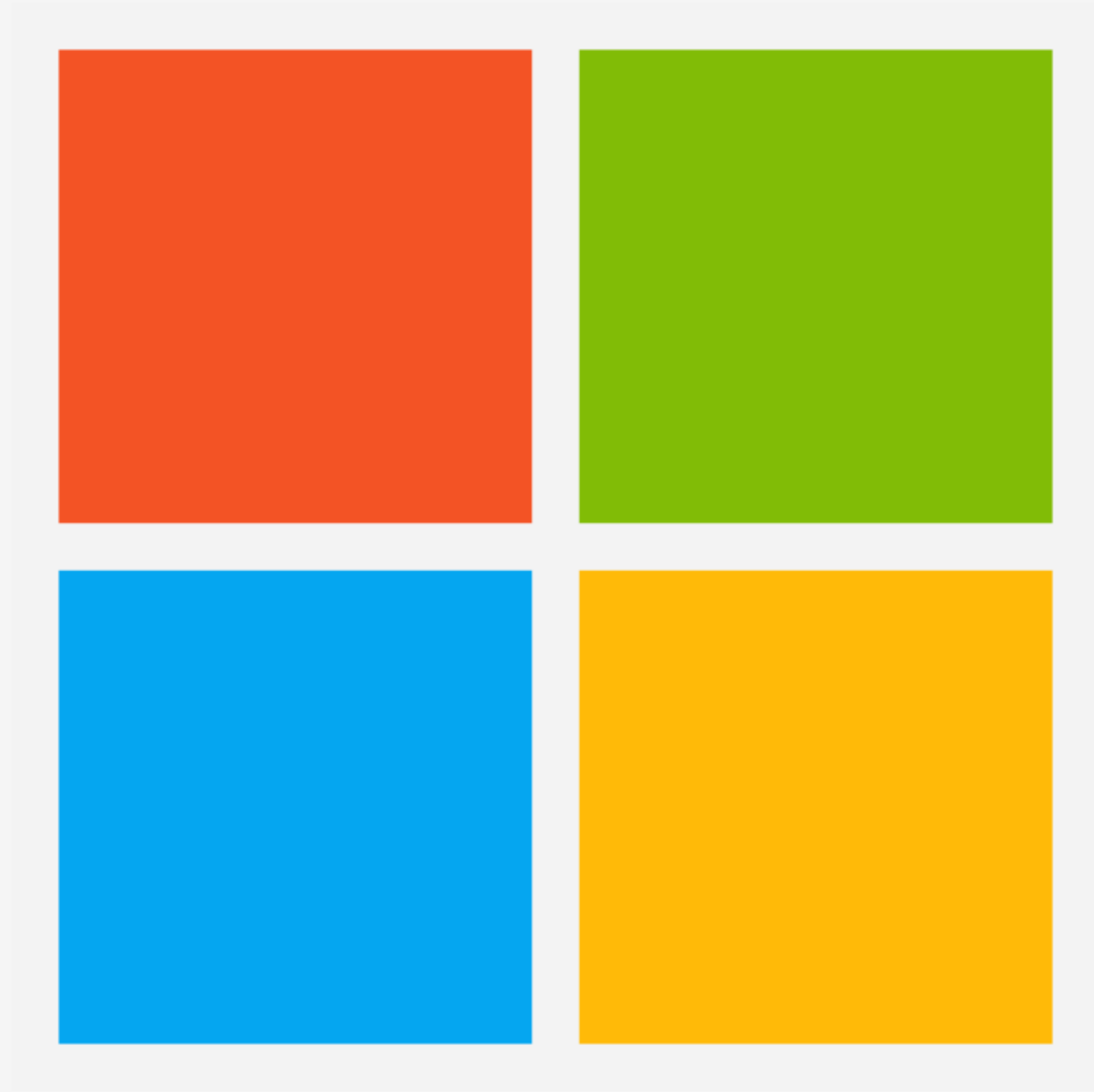




MICROSOFT'S DIVERSIFICATION :

MOVIE INDUSTRY PROSPECTS

ENTER THE MOVIE INDUSTRY WITH A BANG!



Actionable insights on
decisions regarding
what films to create
and invest in

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BUSINESS PROBLEM

This project aims to have an in-depth look into the possibility of Microsoft joining the movie industry as a key player in creating original video content and a movie studio. Data collected will be used to observe current trends in top-performing movie genres and studios.

Proposed OBJECTIVES

- **Objective 1**
View the general market trends
- **Objective 2**
Determine the most-profitable genres
- **Objective 3**
Determine competing studios

DATA

- 7,000 records
- Databases: Box Office movies, IMDB, TMDB, TN and Rotten Tomatoes
- Ranging from 2013

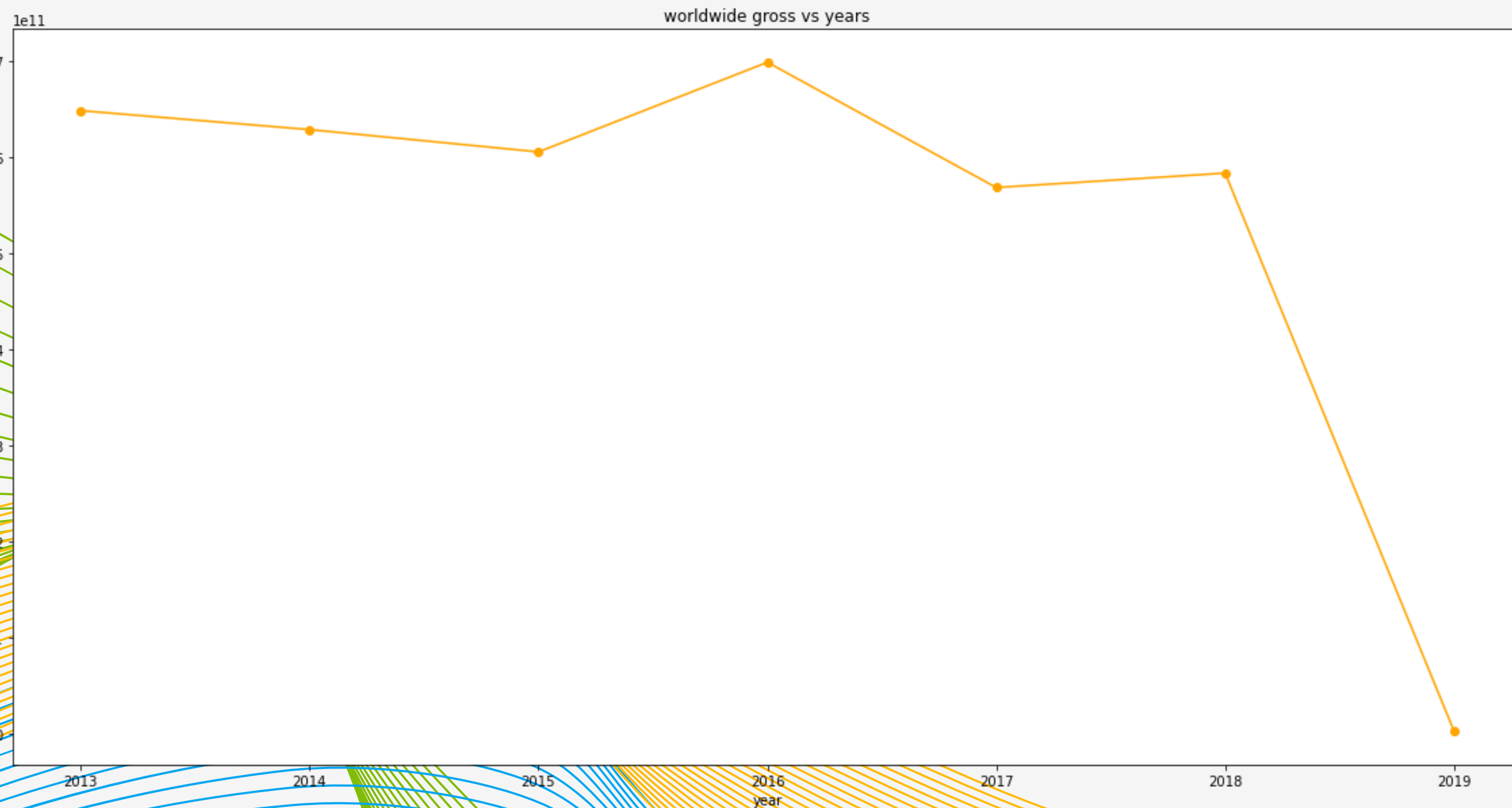
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METHODS

Important information to look into:

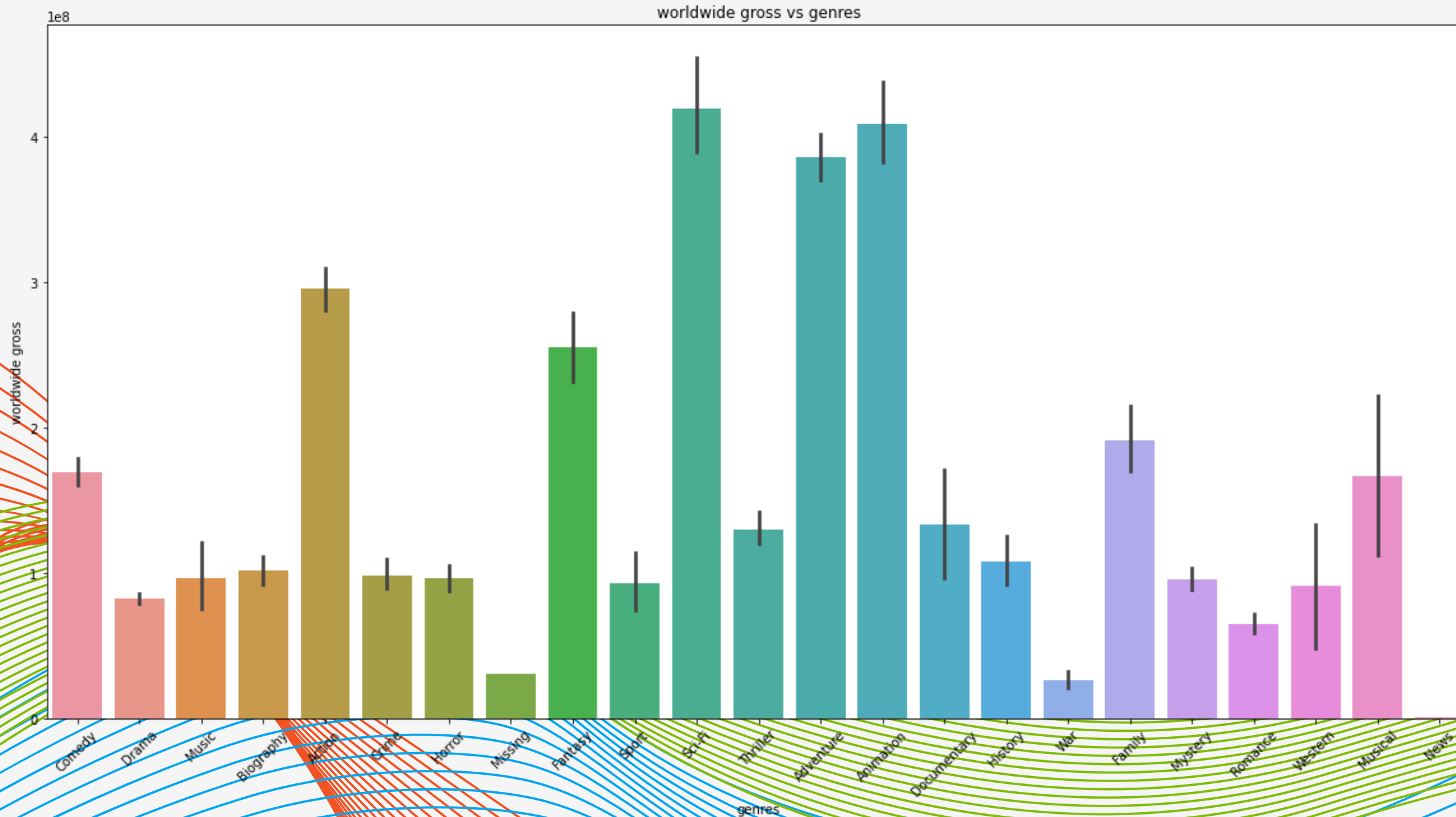
- Grossing figures
- Ratings
- Studios

ANNUAL GROSS



This line graph shows total worldwide grossing figures from 2013 to 2019.

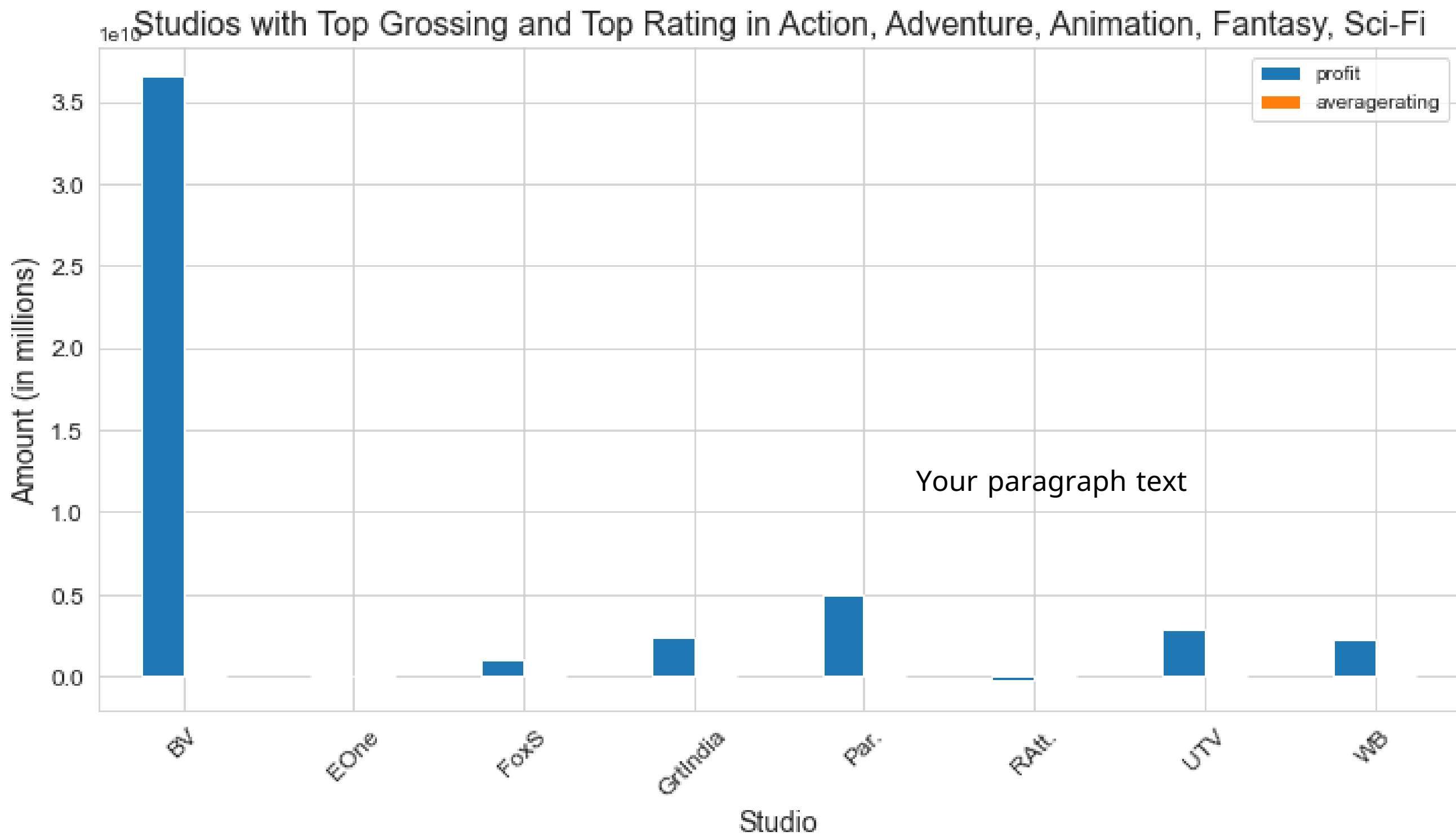
TOP-GROSSING GENRES



The top-grossing movies worldwide according to this graph are

- Sci-Fi
- Animation
- Adventure
- Action
- Fantasy

COMPETITOR IN NICHE MARKET



After defining a niche in top_grossing and top_top-rated genres, it's clear that there is only one competitor Buena Vista Studios



CONCLUSION & RECOMMENDATIONS

01

Microsoft needs to invest in top-grossing genres

02

Allocate high budgets to movies as they yield higher grossing figures

03

Innovate by fusing top-rated and top-grossing movies