



UNLOCKING MICROSOFT MOVIE STUDIO: KEY INSIGHTS FOR SUCCESS

INTRODUCTION

Welcome to the presentation on maximizing success in Microsoft's new movie studio venture. Today, we'll explore how data science can provide actionable insights to guide decision-making in the film industry.



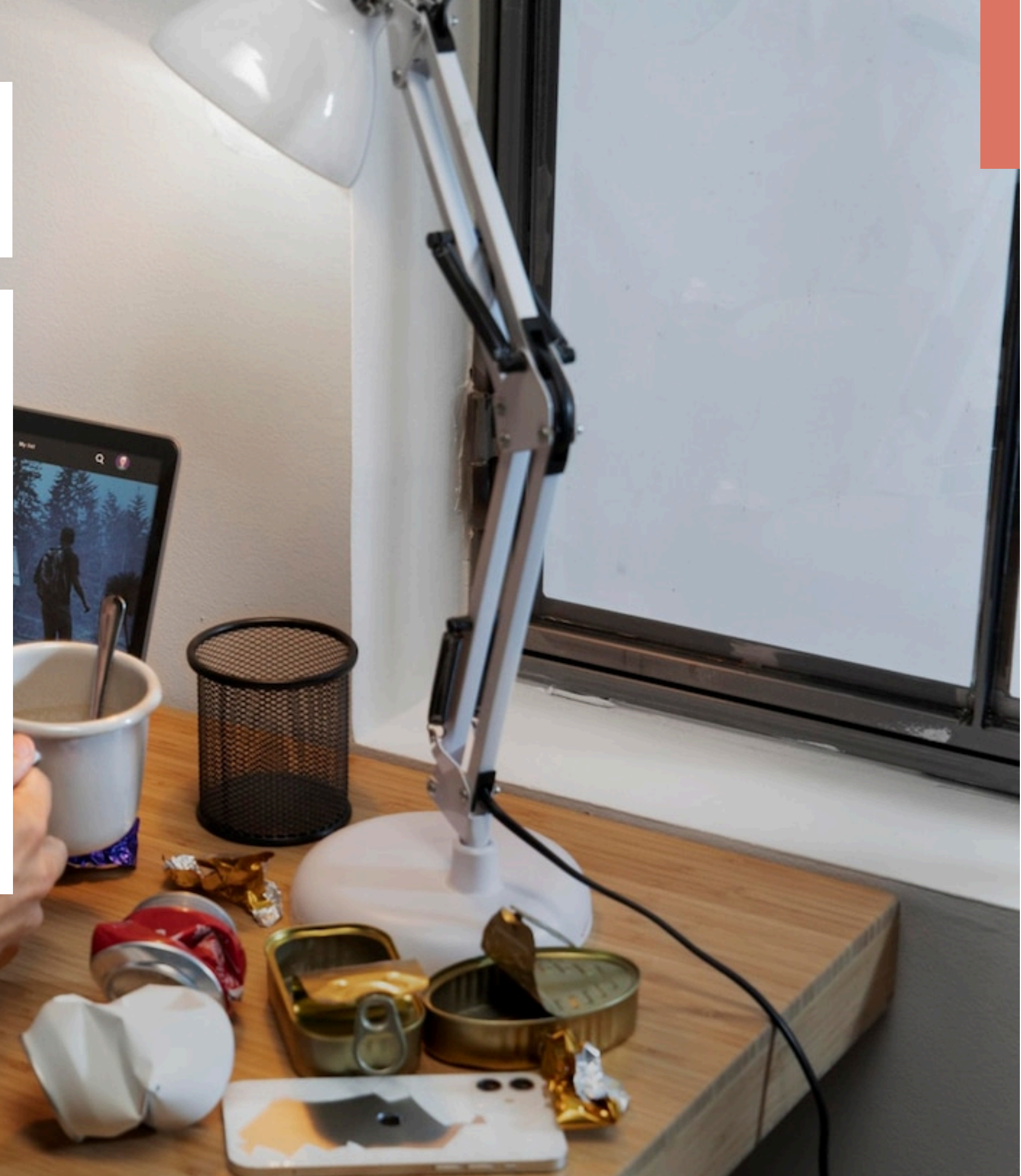
BUSINESS CONTEXT

Microsoft is venturing into the movie industry but lacks insights into successful strategies. Our goal is to utilize data science to identify key factors influencing movie success and provide recommendations for the new studio.

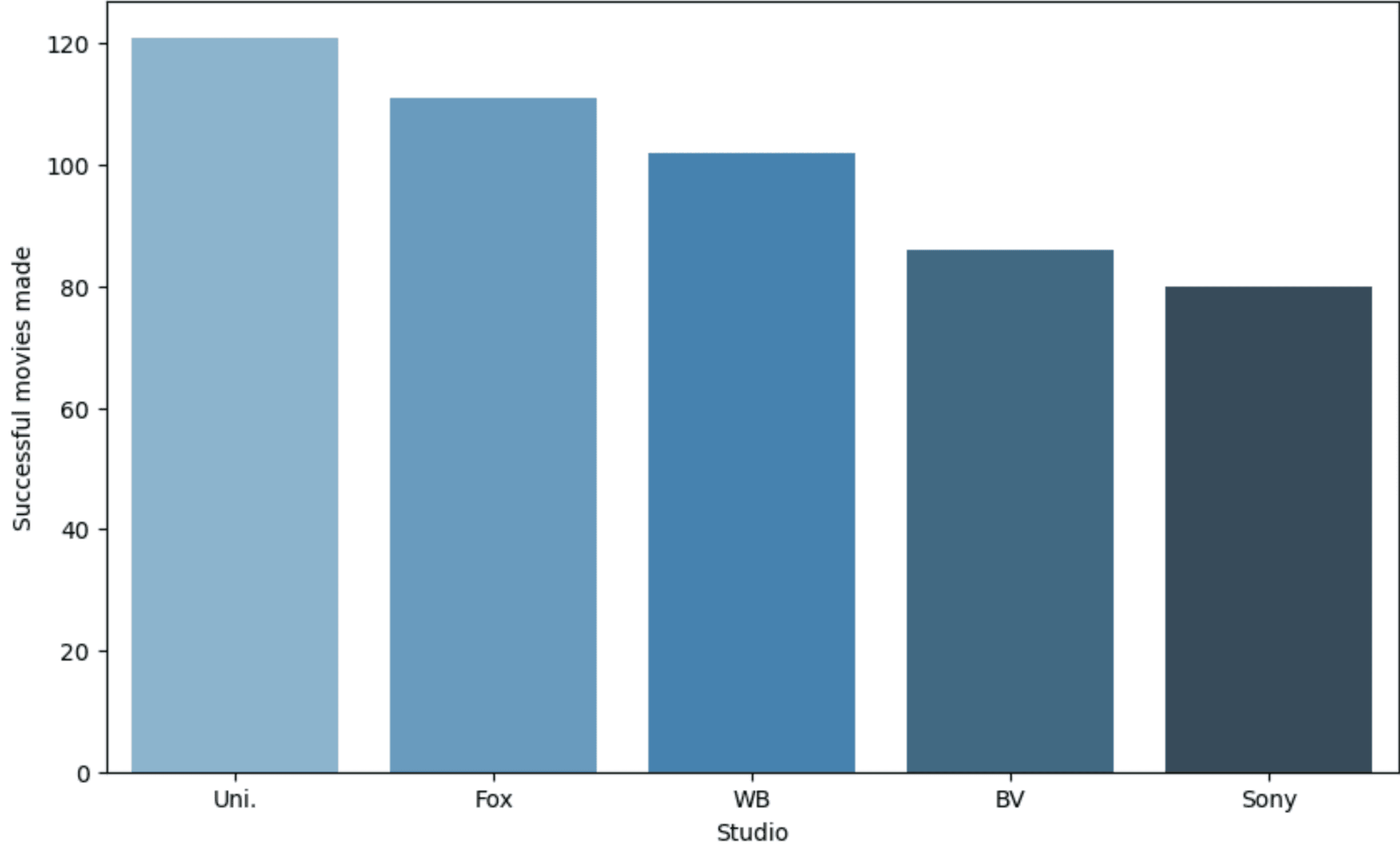


DATA SOURCES

We gathered movie datasets from various sources, including Box Office Mojo and IMDB. These datasets contain valuable information on box office performance, ratings, genres, and more, providing a comprehensive view of the film landscape.



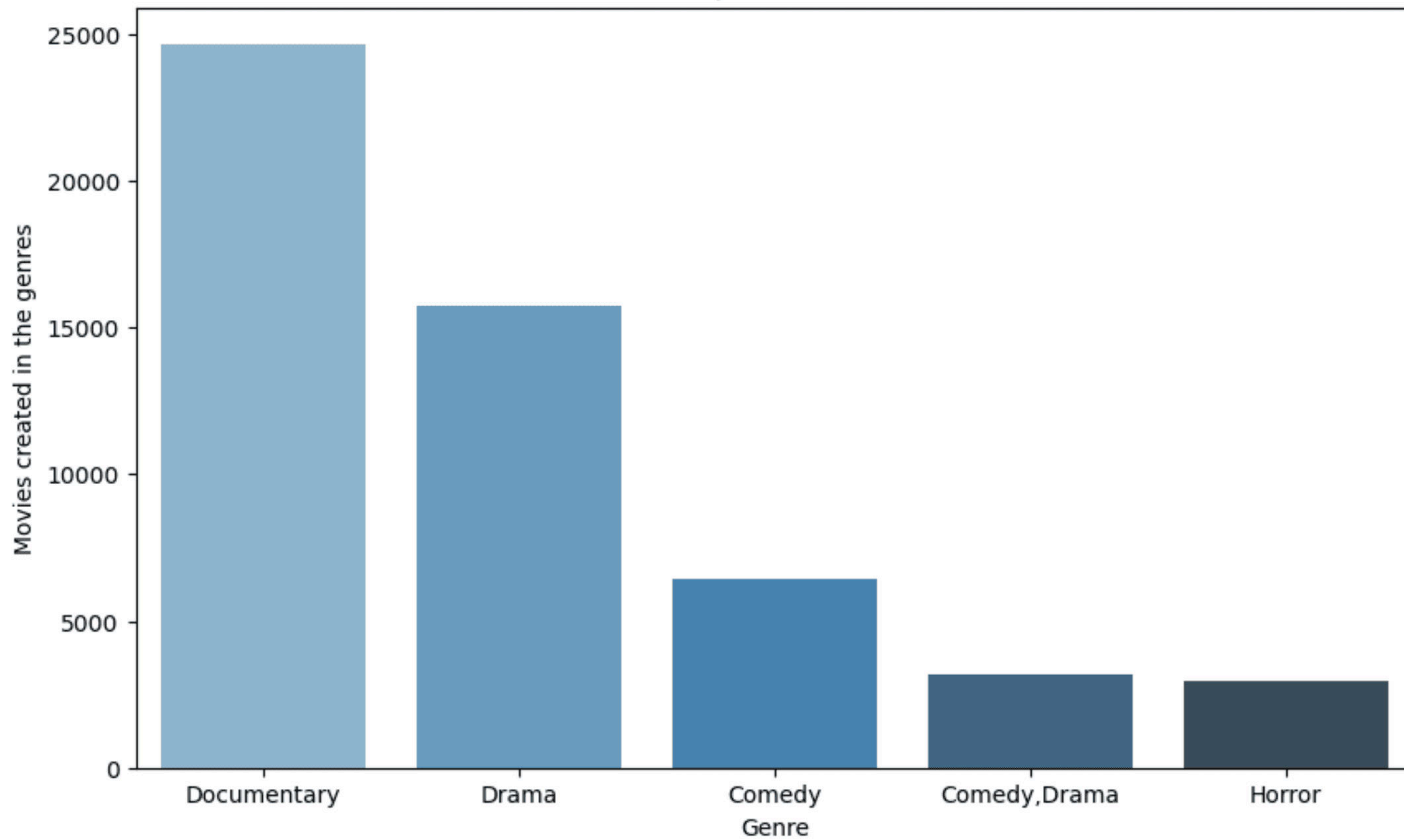
Top 5 Competitor Studios



TOP 5 COMPETITOR STUDIOS

In the bar chart, we can easily see the competitors we have in the project and how many successful movies they have created. This will help the studio in the long run to see which movie production studios to focus on.

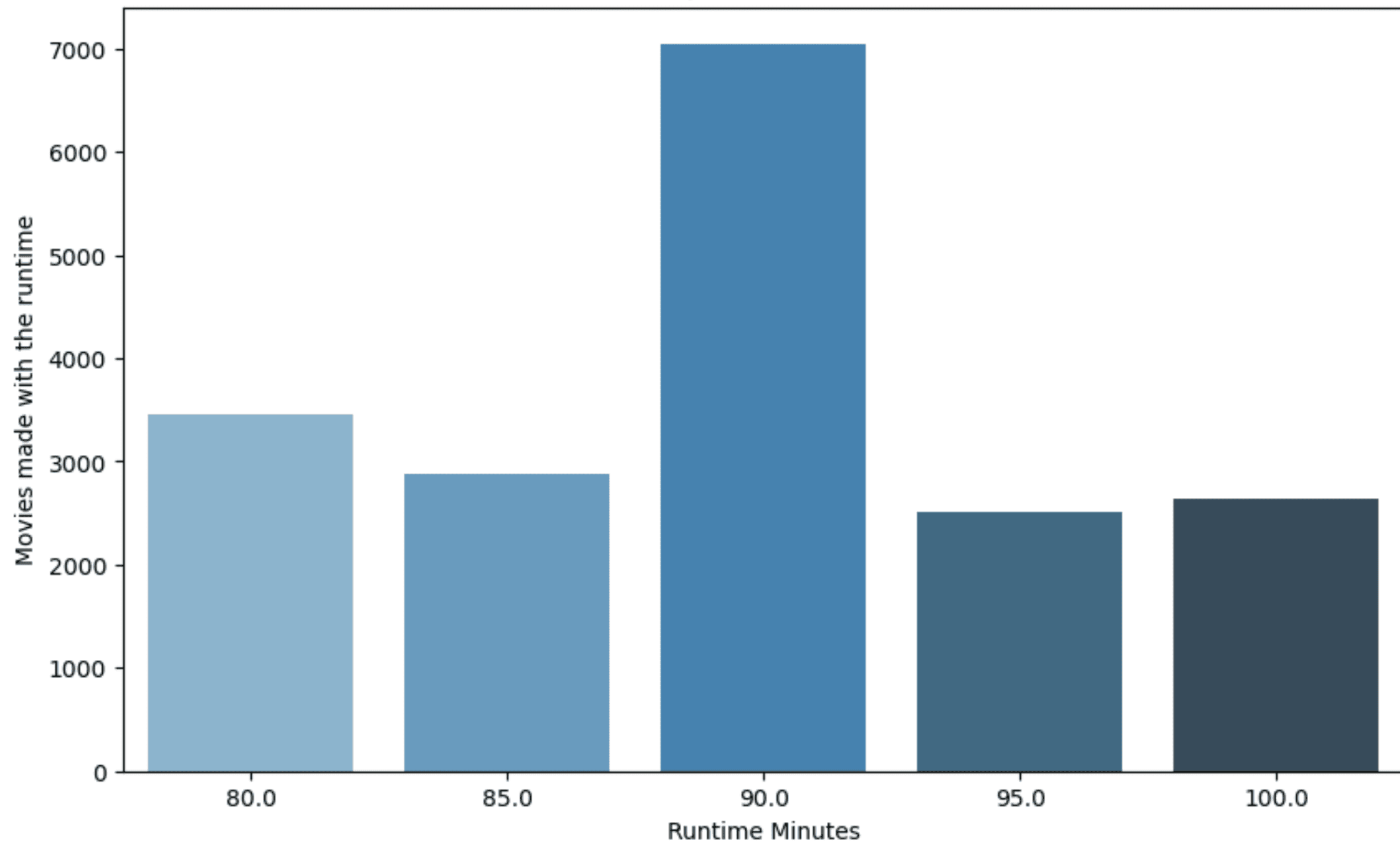
Top 5 Genres



TOP 5 GENRES

Here we can see the top 5 most popular genres starting from Documentary all the way to Horror. This should influence the type of movies they create and will appeal to a majority of audience bringing in more revenue.

Top 5 Runtimes



TOP 5 RUNTIMES

Here we can visualise the most popular runtimes. This will help the movie studio make appropriate descisions on how long to make thier movies. This will increase audience engagement and ultimaltely increased revenue.

CONCLUSION

Congratulations! You now have the key insights to unlock success with Microsoft Movie Studio. By applying the strategies and tips covered in this presentation, you are well-equipped to create professional-quality videos and elevate your video editing skills to the next level.

Thanks!

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