

# MICROSOFT MOVIE PRODUCTION STUDIO ANALYSIS



Presented By Charles Kanyi

---





# *OVERVIEW*

This Project investigates recent box office movies. Detailed analyses of various movie components such as genre, directorship, and income. Microsoft can utilize these insights to shape decisions for their upcoming movie studio, assisting in the selection of movies to produce.

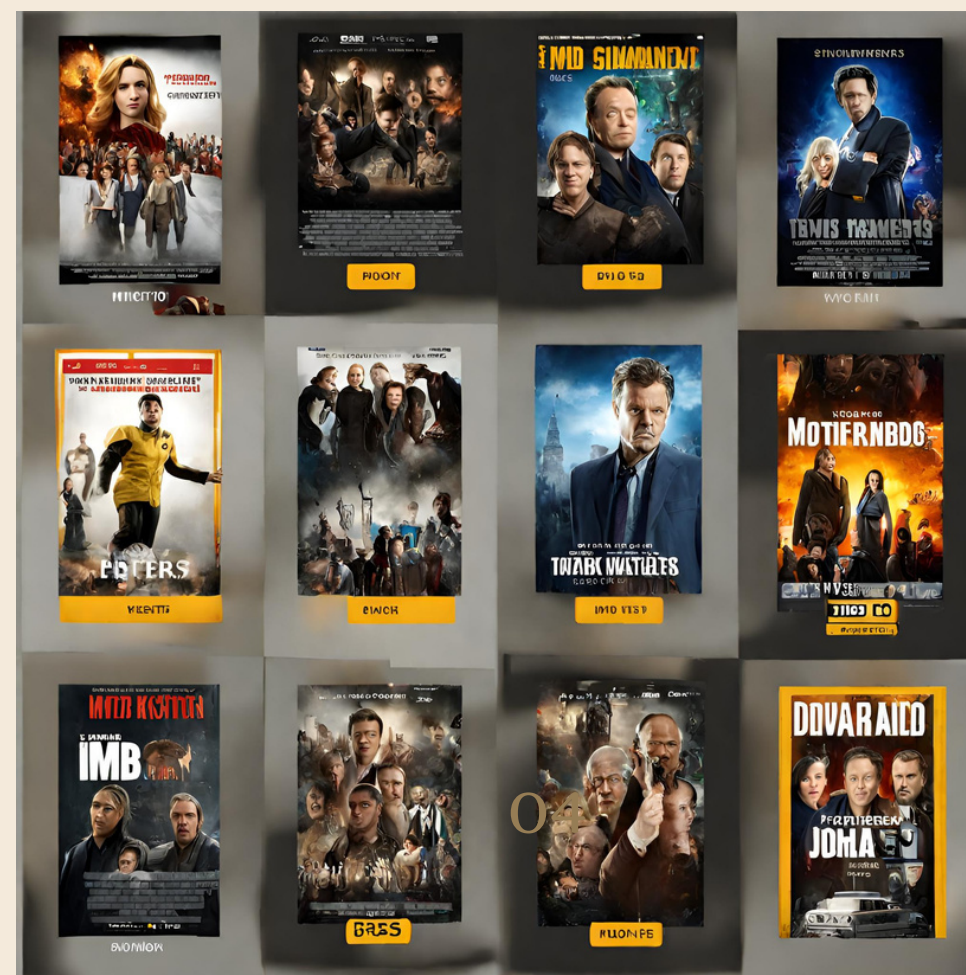
# *BUSINESS UNDERSTANDING*

Microsoft Corporation has chosen to enter the profitable realm of filmmaking. Analyzing patterns in contemporary box office successes has to be undertaken to assist Microsoft in establishing a prosperous movie studio and producing successful films.

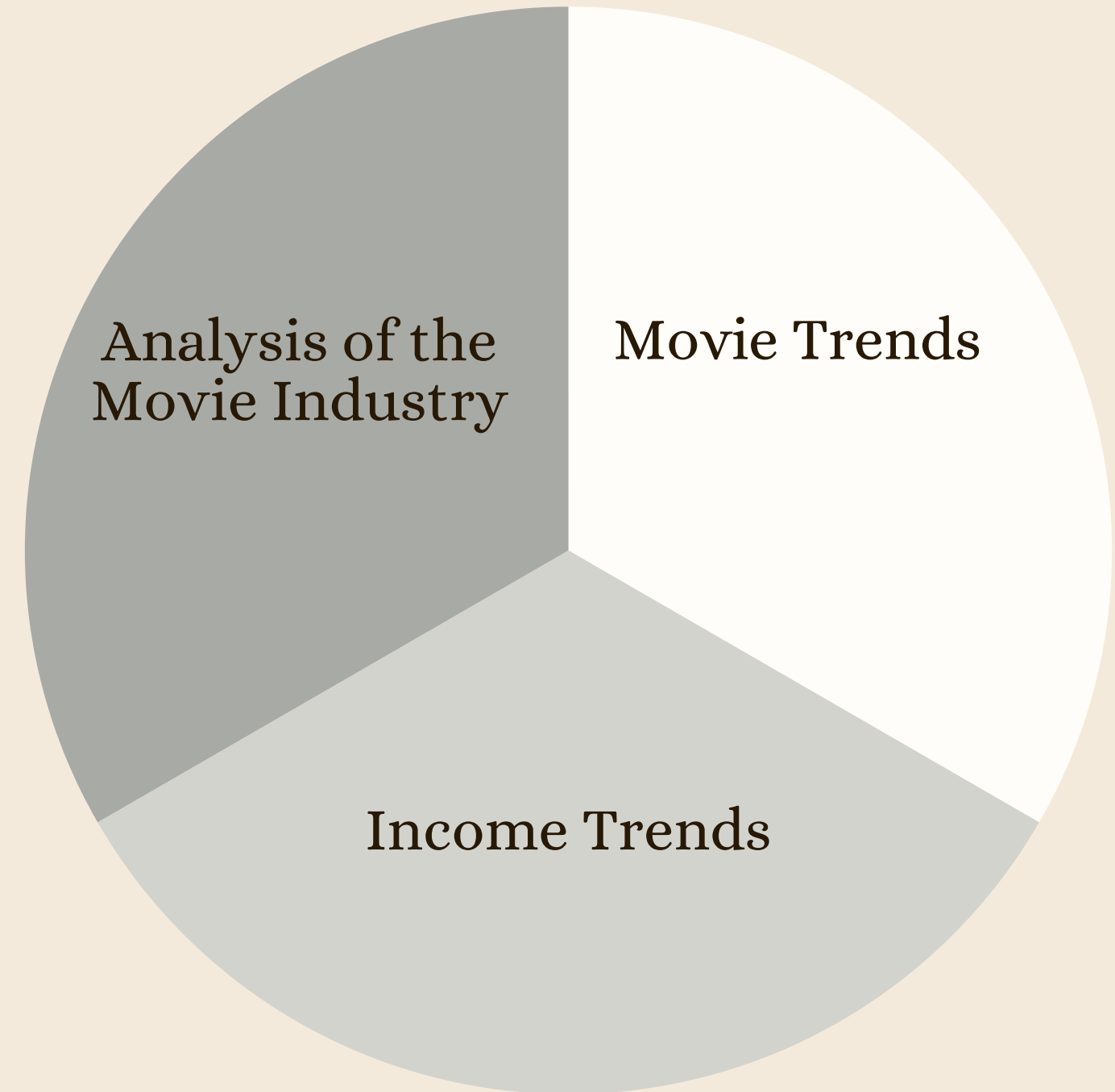


# MOVIE ANALYSIS

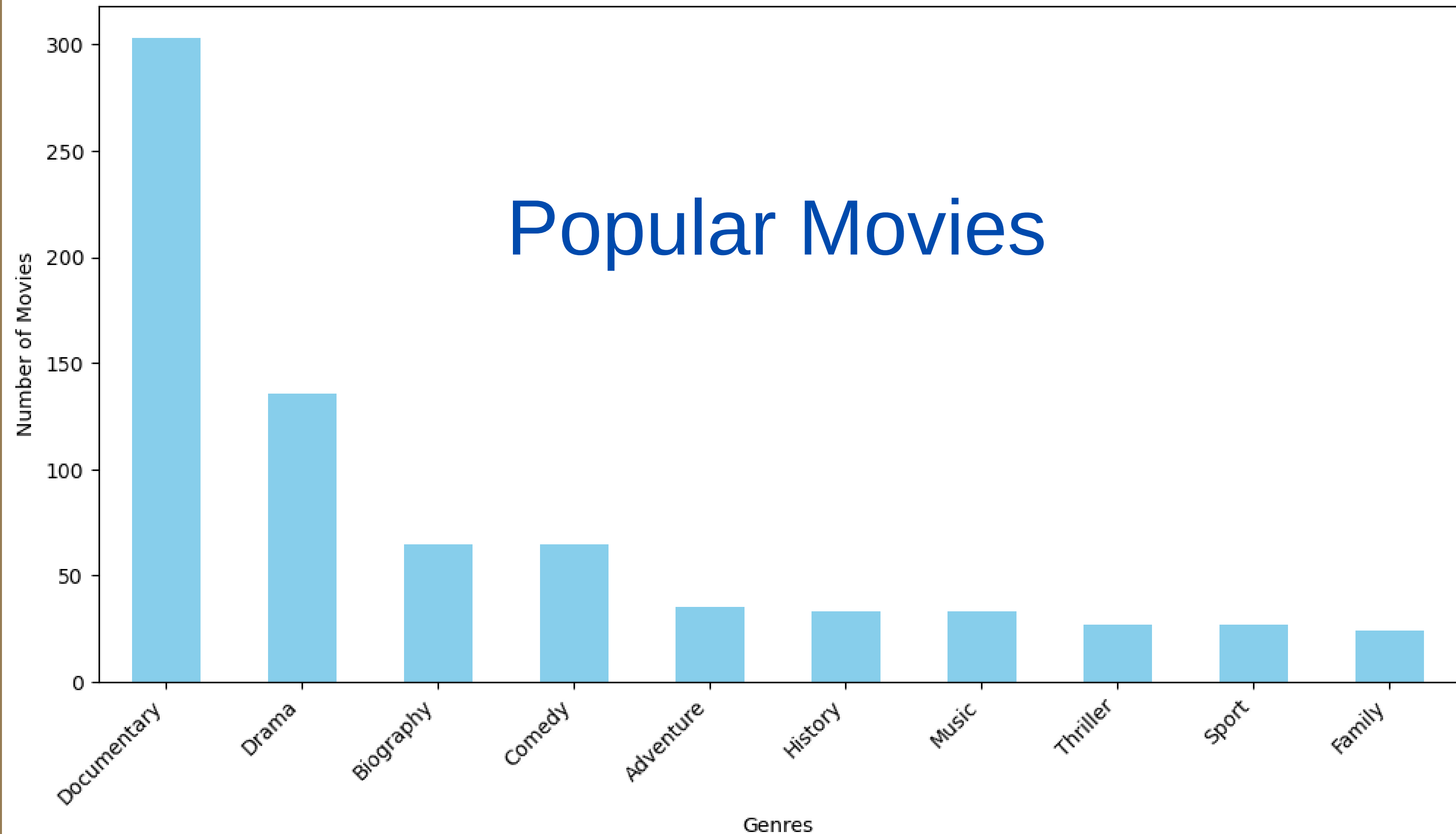
*Data used was obtained from platforms such as Box Office Mojo, IMDB, Rotten Tomatoes, and TheMovieDB. These popular platforms provide information and data related to movies.*

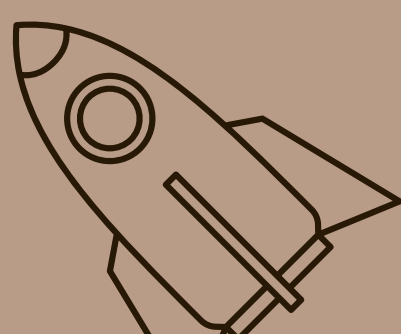


# MARKET ANALYSIS



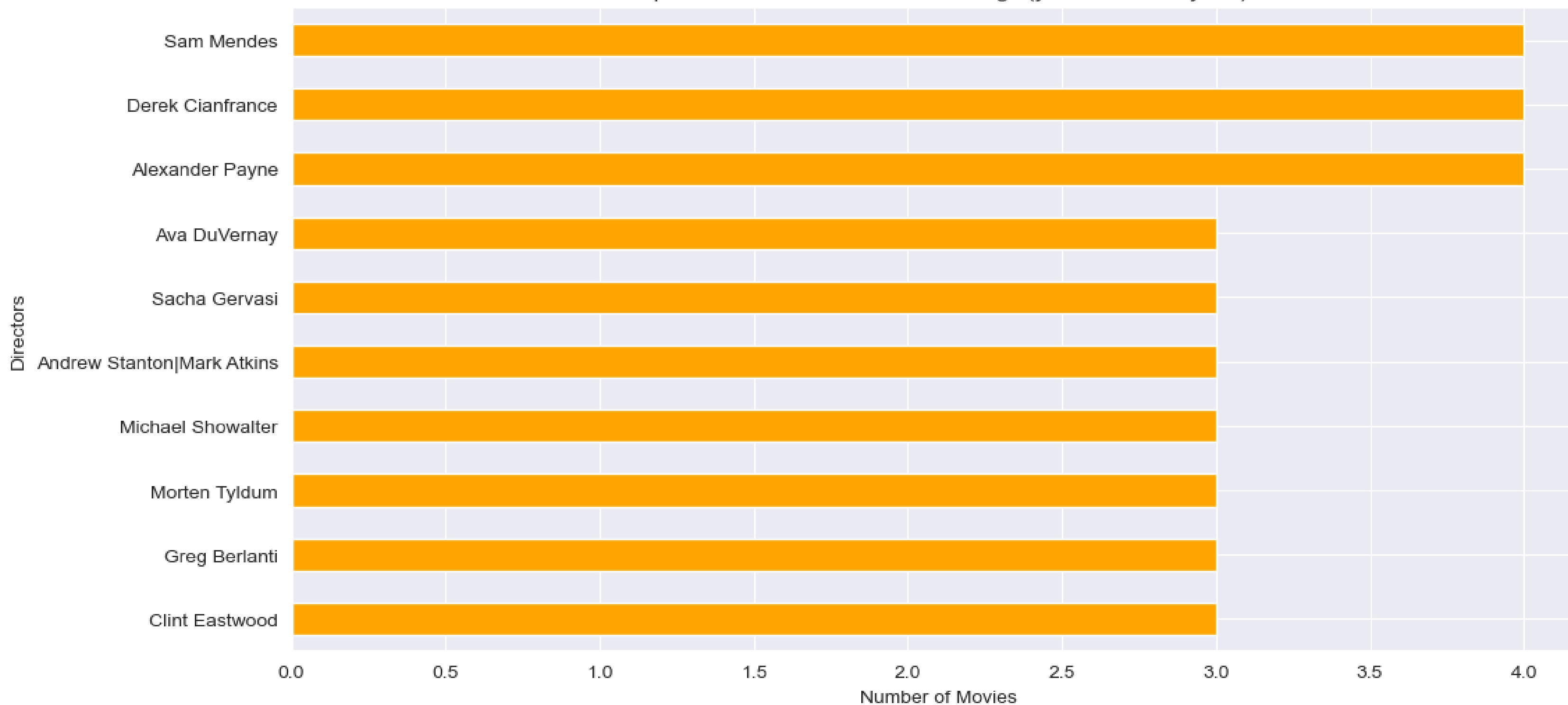
Top 10 Most Popular Genres in Movies with Ratings Above 8





# TOP DIRECTORS

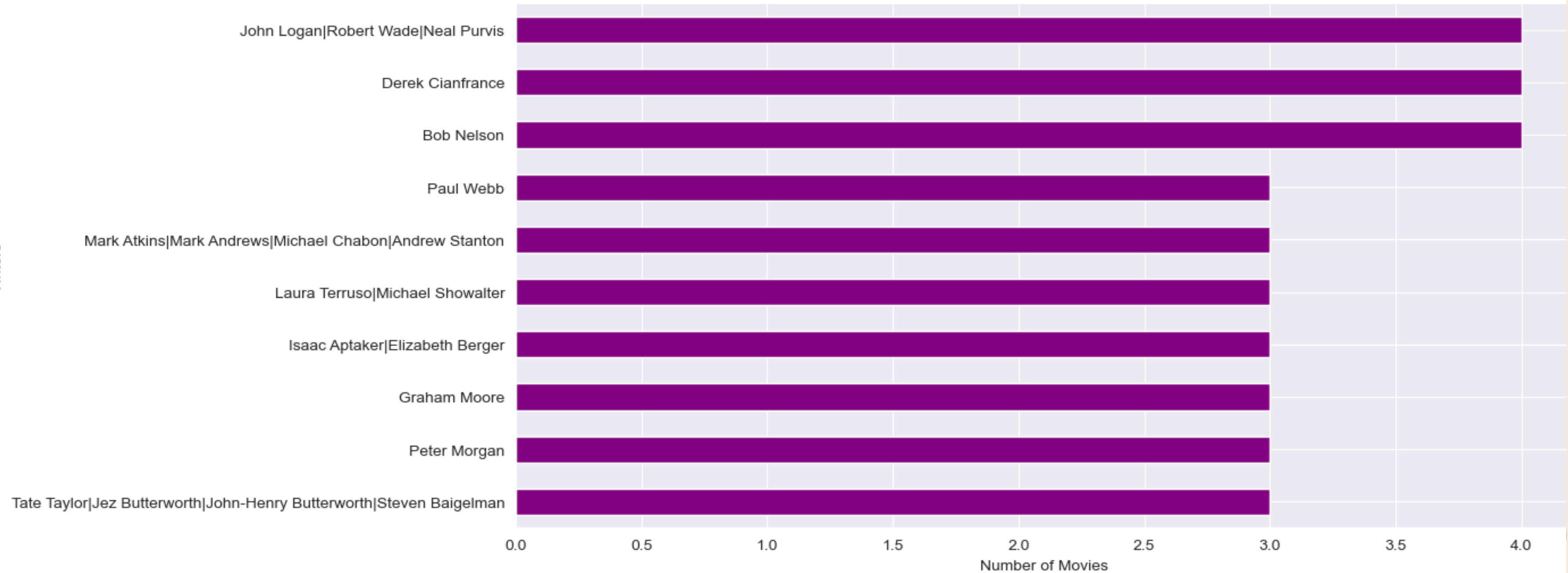
Top 10 Directors: Recent 4/5+ Ratings (yr 2010 and beyond)



Source: Rotten Tomatoes Website(RT)

# Top Writers

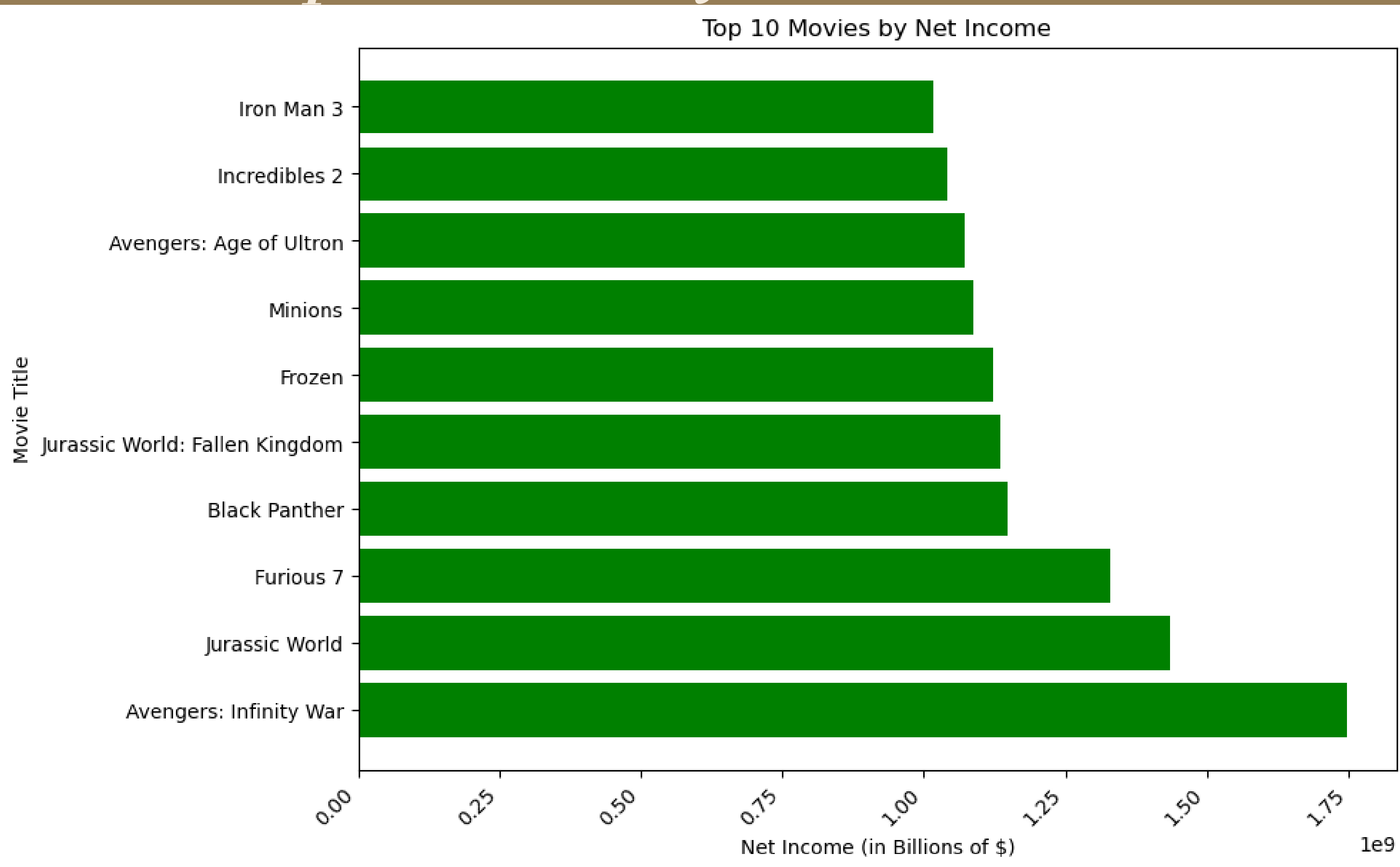
Top 10 Writers: Recent 4/5+ Ratings (yrs 2010 and beyond)



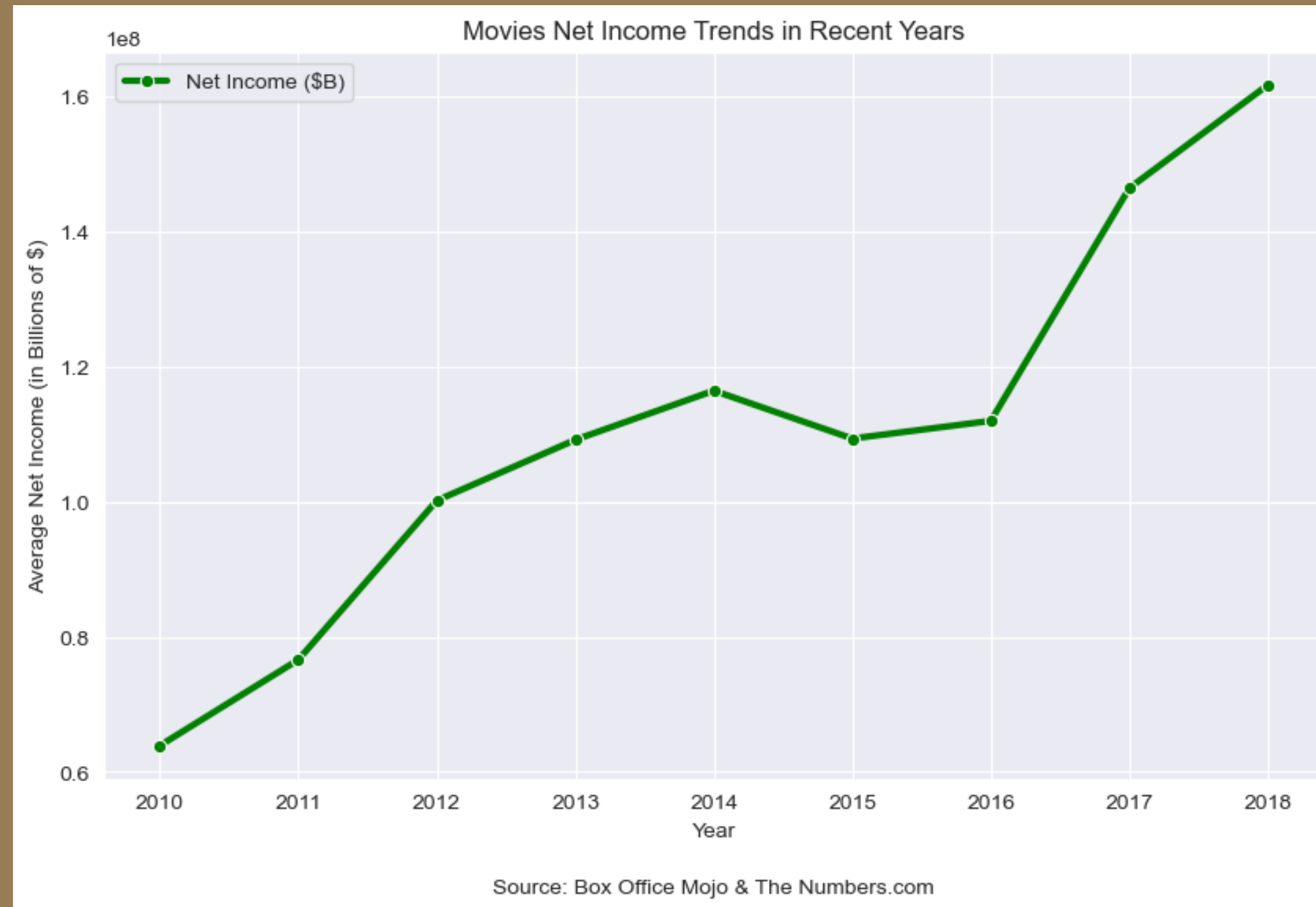
Source: Rotten Tomatoes(RT)



# *Top Movies by Net Income*



# *Net Income Trends*



*The Recent Trends, according to The Box Office Mojo & The Numbers Movie Website, show increase in Net Income from Movies with a Rising Net Income of over \$1 Billion from the year 2010 to 2018.*

# CONCLUSIONS

- *Microsoft to explore investment opportunities in the highly popular genres of Documentary, Drama, Biography, Comedy, Adventure, History, Music, Thriller, Sport and Family Movies, as they show significant potential.*
- **Microsoft to consider engaging top-tier Directors such as Sam Mendes and top writers such as Michael Showalter to enhance the quality of Movie Productions and ensure high ratings.**
- **Creation of high-quality, meticulously crafted films could prove to be a strategic and lucrative business move for Microsoft Corporation as recent trends indicate growing revenues for the Box office industry**



*Thank You*

