MICROSOFT'S NEW MOVIE STUDIO
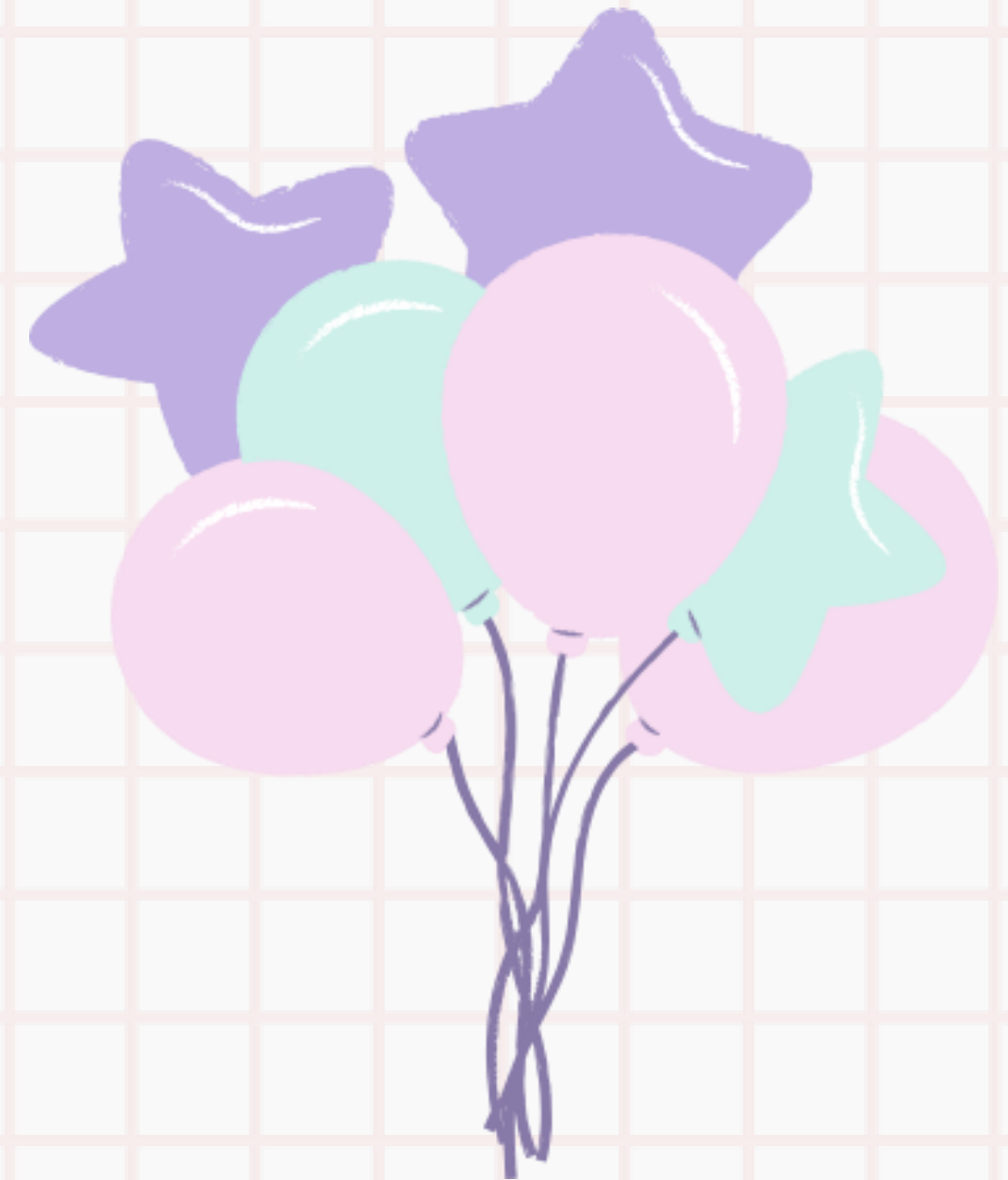
PRESENTED BY CHARITY WANJIRU

NJERI

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Business Problem

Content:

- Microsoft is launching a movie studio and has no experience in the film production

- Goal: Identify the key factors that contribute to the success of movies

- Provide insights for content strategy.

Key Drivers of Box Office

What Drives Movie Success?

🎞️ Genre: Action, Animation, and Adventure films earn the most.
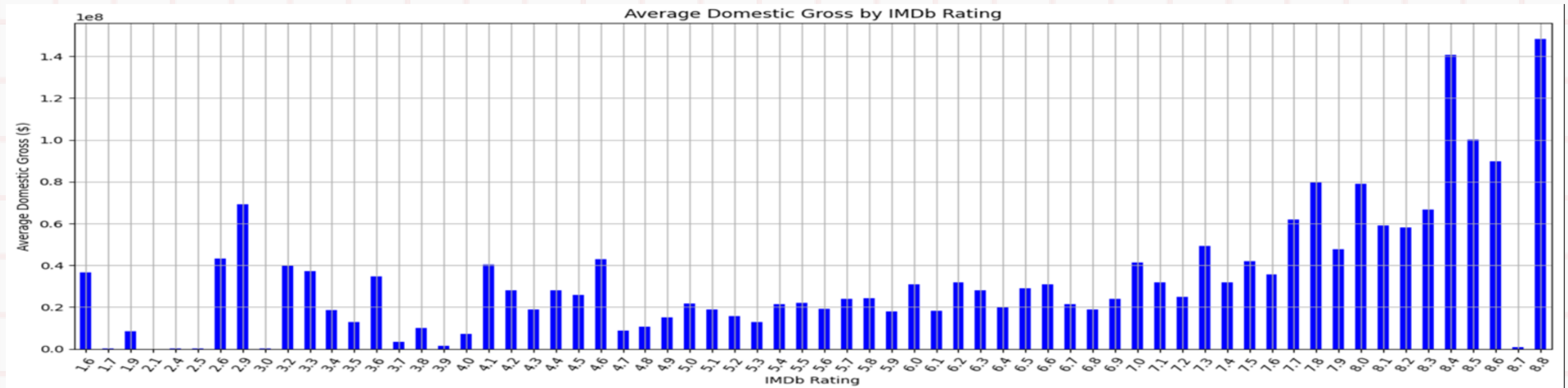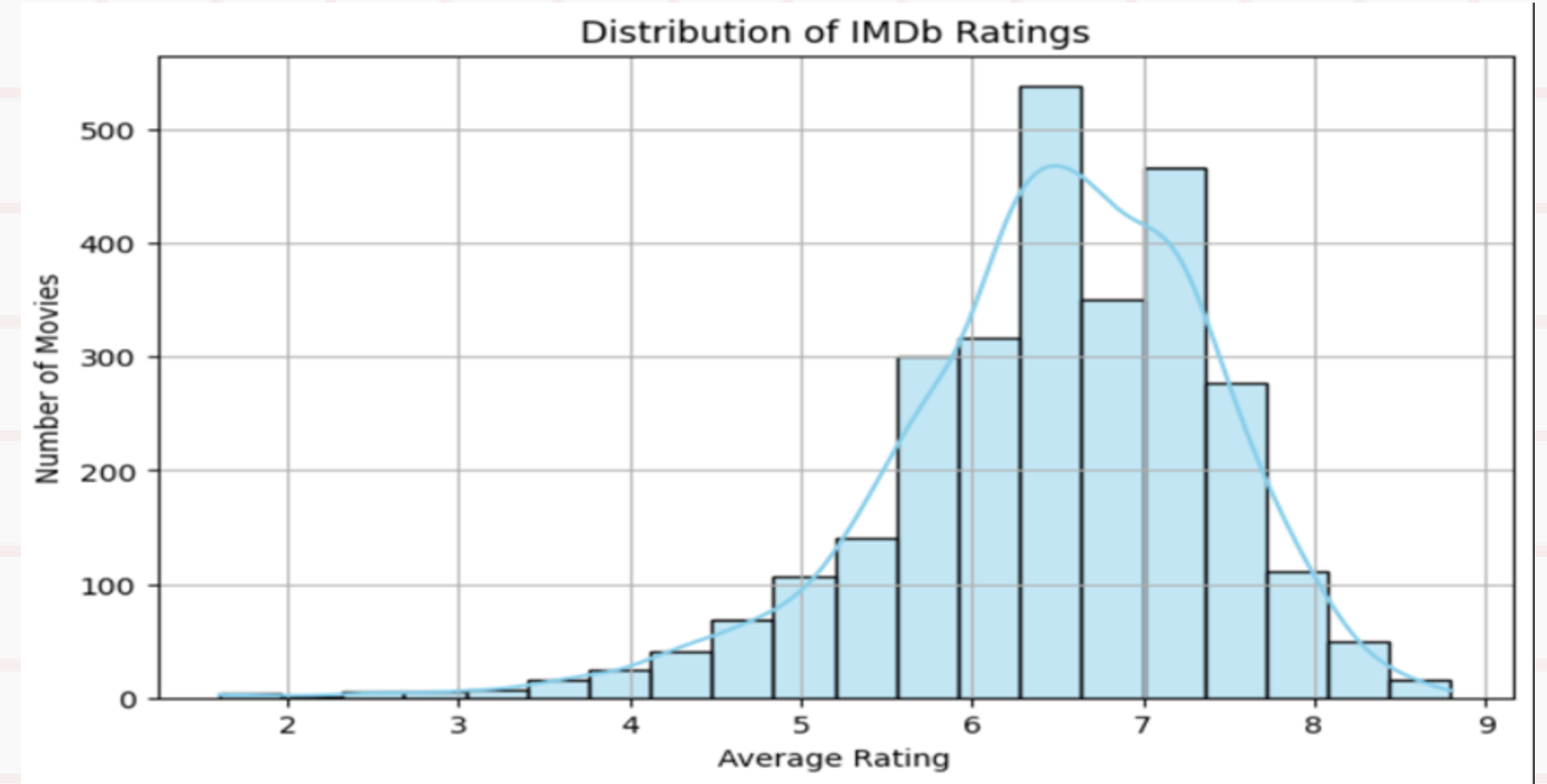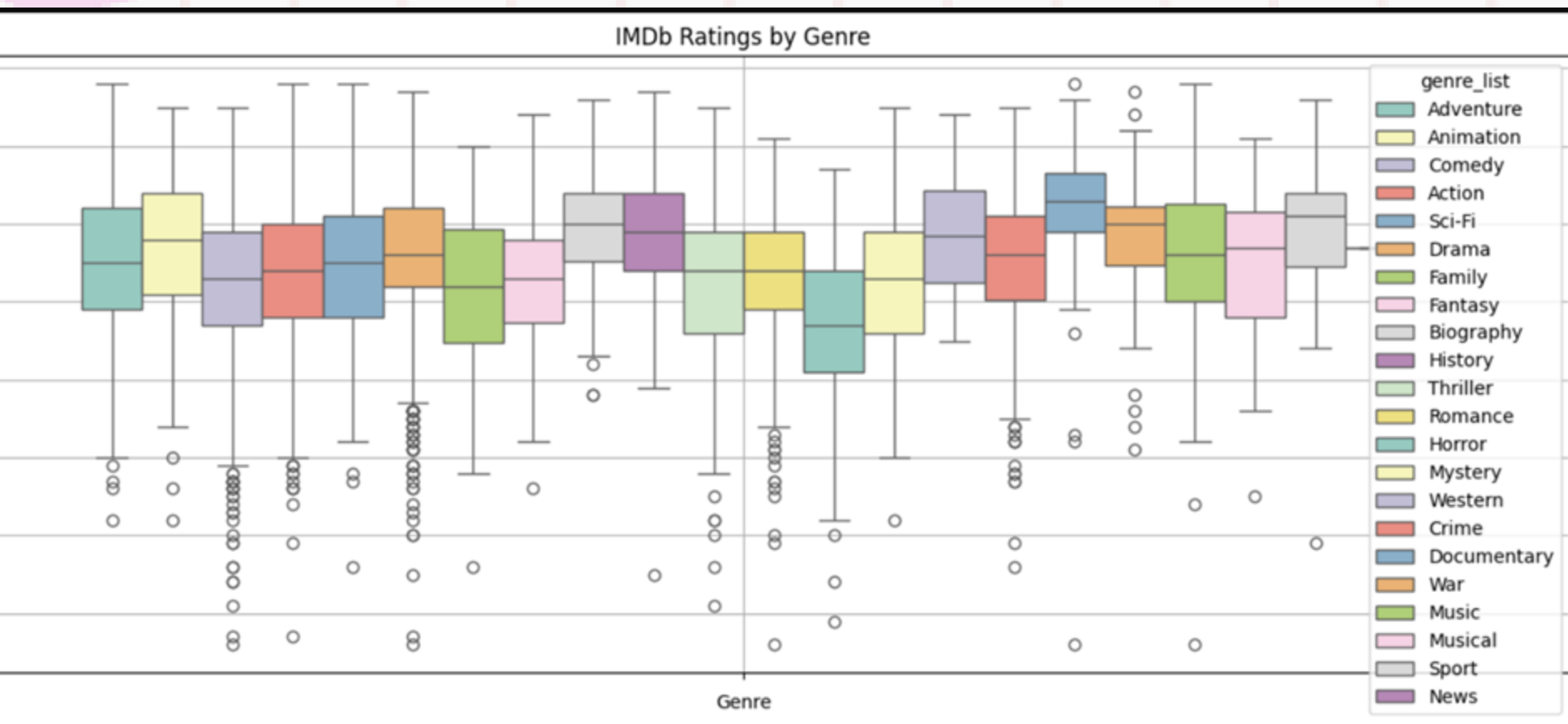
⭐ IMDb Rating: Higher ratings → higher gross (esp. 7.0+).

⏱️ Runtime: 90–120 minutes hits the sweet spot.

📅 Release Trends: Movies after 2010 perform better.

👨‍👩‍👦 Audience: Family-friendly movies earn more consistently.

Visual Insights

Actionable Recommendations

What Should Microsoft Focus On?

Focus Area	Recommendation
Genre	Invest in Action, Animation, Adventure
Ratings	Aim for IMDb 7.0+ films
Runtime	Target 90–120 minutes
Audience Appeal	Family-friendly, PG/PG-13 content
Trends	Embrace modern production & franchises

Next Steps

- Explore international box office data

- Identify emerging sub-genres (e.g. horror-thrillers)

- Run a pilot with data-backed concepts

Conclusion

Microsoft Movie Studio – Data Insights Summary

After analyzing over 1,000 films using data from IMDb and Box Office Mojo, we identified key factors driving box office success:

- Genres like Action, Animation, and Adventure consistently generate the highest average gross.

- Movies with IMDb ratings above 7.0 show significantly higher earnings.

- Ideal movie length is 90–120 minutes. Longer runtimes often reduce earnings unless justified by genre.

- Family-friendly and cross-demographic appeal boost revenue potential.

- Modern films (post-2010) perform better due to evolving viewer expectations and tech.

Recommendation: Microsoft should develop high-quality, genre-targeted films focused on mass appeal. Invest in creative teams capable of delivering solid narratives within popular, profitable categories.

Thank You