

# NON-TECHNICAL PRESENTATION

## OVERVIEW

### **a) BACKGROUND OF THE BUSINESS.**

Microsoft Corporation is a global technology juggernaut renowned for its software, cloud services, and hardware offerings. As one of the world's largest technology companies, Microsoft's primary mission is to empower individuals and organizations to achieve more through cutting-edge technology solutions. Microsoft's operating system, Windows, is an integral part of countless personal computers worldwide, while the Office suite continues to dominate the productivity software market. The company's Azure cloud platform has emerged as a leader in the rapidly growing cloud computing industry, serving diverse industries with scalable and secure infrastructure.

Under the leadership of Satya Nadella, Microsoft has undergone a transformation towards a cloud-first, mobile-first strategy. This shift has seen the company excel in cloud services, particularly with Azure, Office 365, and Dynamics 365, catering to businesses' digital transformation needs. Additionally, Microsoft's investments in artificial intelligence, blockchain, and quantum computing exemplify technology, Microsoft prioritizes privacy, security, and ethical considerations in its products and services, setting industry standards while shaping the future of computing and enterprise solutions.

Beyond its technological prowess, Microsoft is deeply committed to corporate social responsibility, championing suitability and accessibility initiatives. The company actively engages in philanthropy, education, and environmental suitability, underscoring its dedication to using technology as a force for positive change. Microsoft's diverse and ever-evolving ecosystem continues to play a pivotal role in advancing digital experiences, innovation, and productivity on a global scale.

### **b) DOMAIN OF THE BUSINESS.**

Microsoft's primary domain of business is the technology industry, where it operates across a vast spectrum of domains and sectors. The company is a global leader in software development, offering operating systems such as Windows and a comprehensive suite of productivity tools like Microsoft Office. Microsoft has made significant inroads into cloud computing with Microsoft Azure, providing infrastructure and services to businesses and organizations worldwide. In the gaming titles, and online gaming services. Additionally,

Microsoft is a hardware manufacturer, producing Surface devices and accessories. The company also excels in enterprise solutions, artificial intelligence, IoT, mixed reality, and social responsibility, reflecting its commitment to shaping the future of technology across diverse domains.

### **c) 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. Microsoft's new movie studio aims to enter the highly competitive film industry and create original video content. Due to a lack of experience in movie production, the studio is going to face critical challenges in making informed decisions about the types of films to be produced and how to distribute them effectively. To address these challenges the business problem is divided into two main areas:

- a) Genre Selection – Microsoft needs to determine which movie genres are currently performing the best at the box office. This involves analyzing historical box office data to identify genres that have consistently generated high box office revenues and trends that indicate audience preferences.
- b) Distribution Strategy – The movie studio must explore how the number of screens on which a movie is released correlates with its box office success across different genres. This includes exploring whether wide releases or limited releases are more effective for specific genres and how screen allocation impacts revenue.

## **BUSINESS UNDERSTANDING**

### **a) DETAILS ABOUT THE BUSINESS TO VENTURE INTO**

Microsoft is entering the film industry by establishing a new movie studio. This venture aims to create original content, including feature films, to compete in the highly competitive film market. Microsoft's foray into filming is a significant departure from its core technology business and presents unique challenges due to the company's lack of experience in movie production.

## b) BUSINESS OBJECTIVES

- i. To identify the most promising movie genres that have consistently generated high box office revenues.
- ii. To formulate an effective distribution strategy for Microsoft's new movie studio
- iii. To understand the relationship between movie release and box office performance.
- iv. To identify the most profitable genres in the film industry to inform Microsoft's strategic investments
- v. To develop strategies for optimizing Microsoft's movie production and marketing efforts to maximize box office revenue.

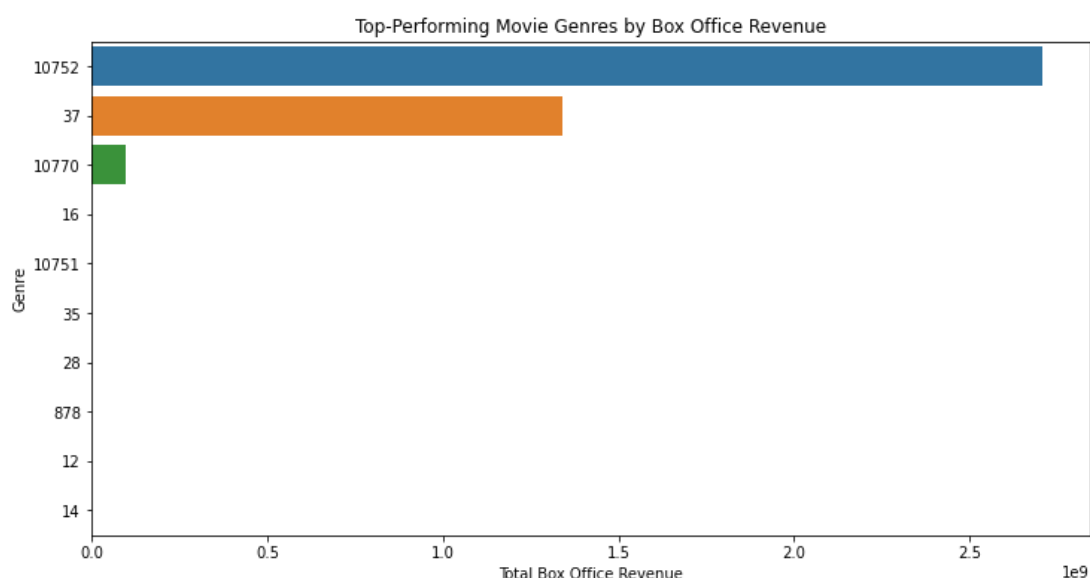
## DATA UNDERSTANDING

- 1) Which movie genres have historically generated the highest box office revenues?
- 2) What is the relationship between movie release dates and box office performance, and how can Microsoft optimize its movie release strategy?
- 3) What are the most profitable genres in the film industry, and how can Microsoft strategically invest in these genres to maximize revenue and success?
- 4) How can Microsoft optimize its movie production and marketing strategy to maximize box office revenue?

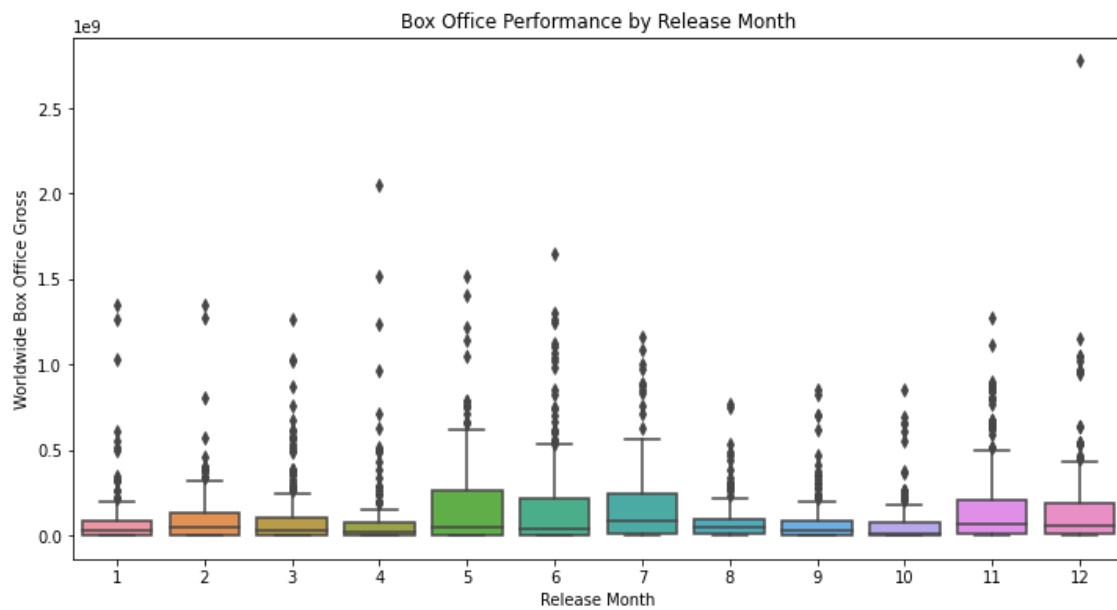
## DATA ANALYSIS

### a) EXPLORATORY DATA ANALYSIS (EDA)

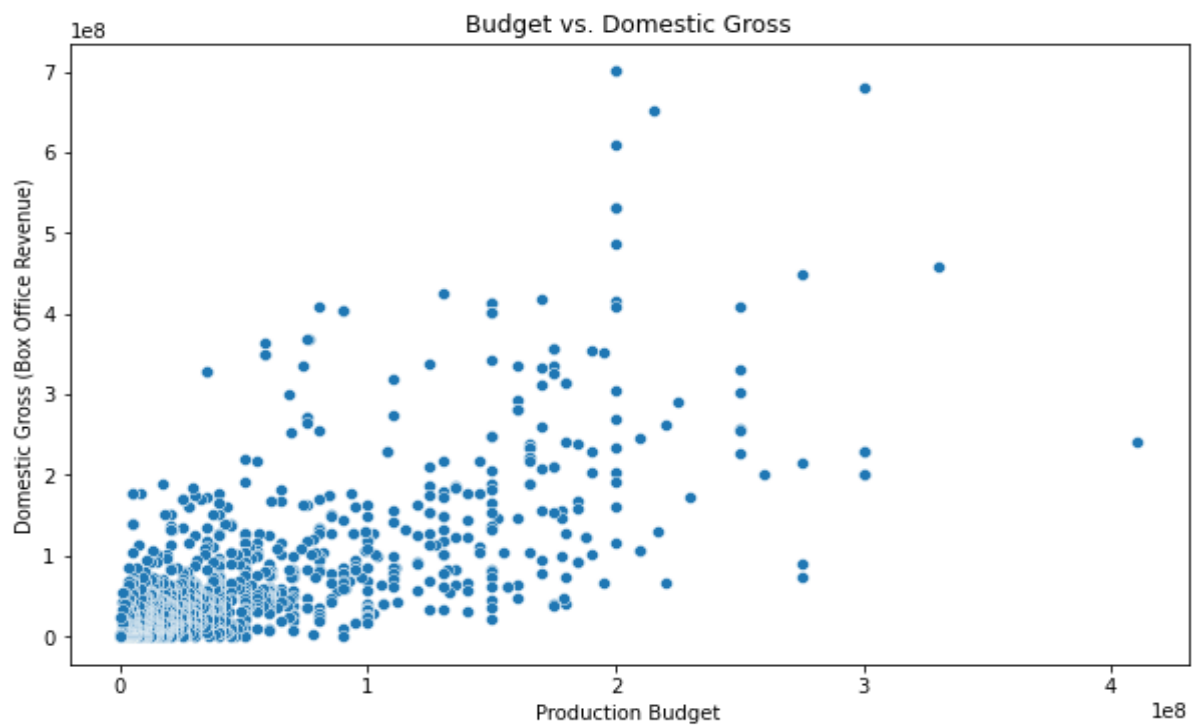
Top-Performing Movie Genres by Box Office Revenue - A bar chart to visualize how the historical box office data Action and Adventure genre has generated the highest box office revenues.



Box Office Performance by Release Month - A box plot visualizing the variation in box office performance across different months also indicating that the release month has an impact on a movie's box office success.



Scatterplot - Displaying the relationship between the production budget (x-axis) and the domestic gross (box office revenue) (y-axis) for a set of movies. Each point on the scatterplot represents a movie from the dataset.



## **RECOMMENDATIONS**

- 1) Microsoft Movie Studio should consider producing movies in genres that historically generate high box revenues such as Action and Adventure Animation and Science Fiction and Fantasy.
- 2) Microsoft should consider strategically timing the release of their movies. Aim to release high-budget, high-potential films during peak months (summer and holiday season) to maximize box office revenue. Conversely, consider avoiding the low-performing months for major releases.
- 3) Microsoft should allocate marketing and promotional efforts to coincide with peak months. This can help build anticipation and draw larger audiences during these periods.
- 4) While summer and holiday months are promising, Microsoft should maintain a diverse movie portfolio throughout the year. Smaller budget or niche films can perform well during other months and help maintain a consistent presence in the market.
- 5) Microsoft should identify and understand outliers as they may indicate instances where a movie achieved exceptional box office success relative to its budget.