# MICROSOFT STUDIO PRESENTATION

BY

GERALD MWANGI

# OVERVIEW

- As Microsoft ventures into the realm of movie production, understanding the dynamics of the film industry is crucial for making informed decisions. Through the analysis of various movie datasets, we aim to provide actionable insights to guide Microsoft's new movie studio in selecting the most promising film genres and strategies for success

# BUSINESS UNDERSTANDING

► The main objectives of these analysis is to assist Microsoft in establishing its new movie studio by analyzing trends and patterns in the film industry.

► Key questions include identifying successful film genres, understanding the impact of a director in a specific film genre, and the best season to release a film.
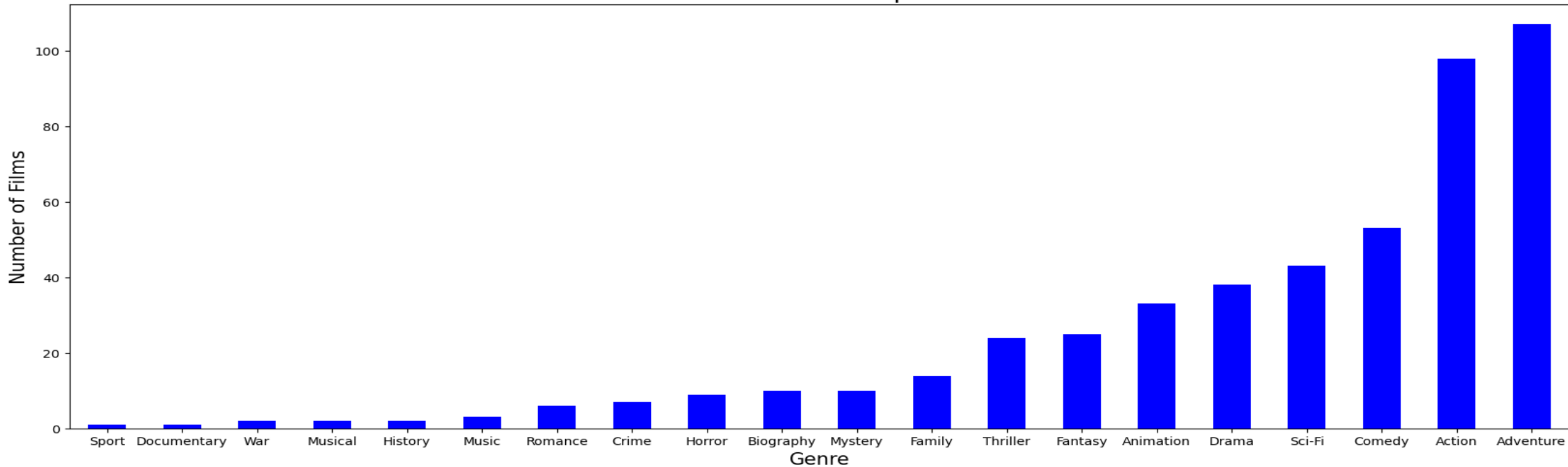
# DATA UNDERSTANDING

**Sources**

▶ The Number (Production Budget and Worldwide Gross)

▶  IMDB Database  (Directors and Release Date)

▶ TMDB (Genres)
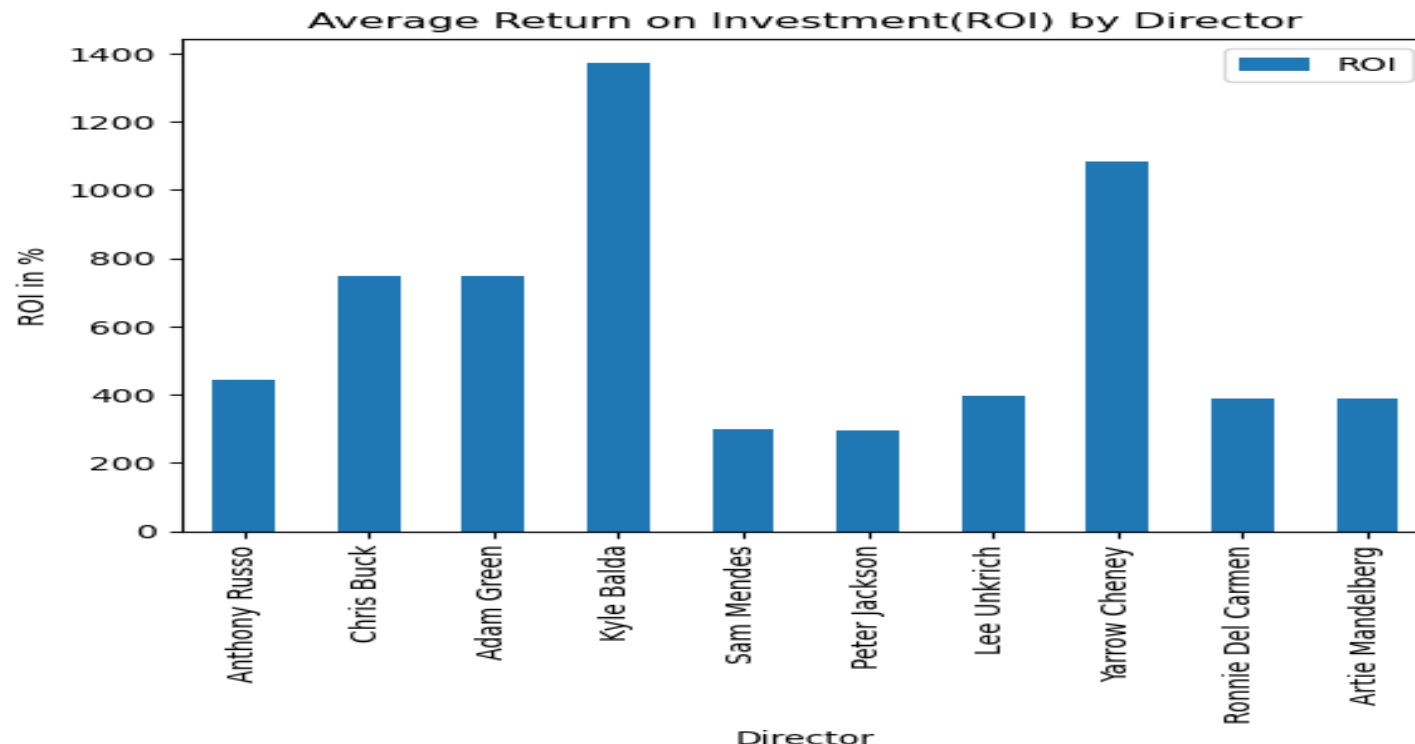
# GENRE ANALYSIS

▶ Genre types such as action and adventure are the best performing
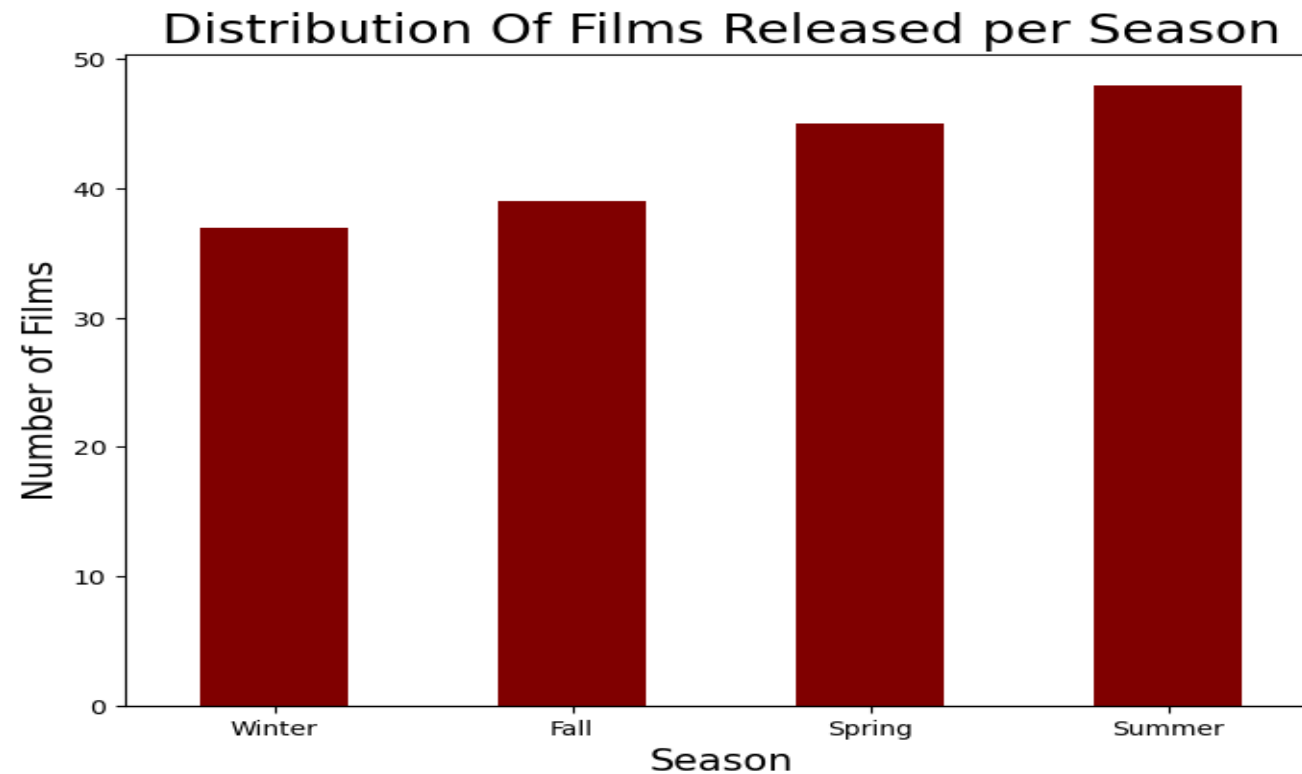
## Distribution Of Films per Genre

# DIRECTOR ANALYSIS

▶ Directors, such as Yarrow Cheney or Kyle Balda, would be a good choice because they have with a strong return on investment



Average Return on Investment(ROI) by Director

# SEASONS WHEN TO RELEASE FILMS

▶ Summer is the best season to release a film



Distribution Of Films Released per Season

# RECOMMEDATIONS

▶ To maximize return on investment (ROI), focus on genres with successful track records, such as action and adventure, and diversify accordingly to appeal to a broader audience and ever changing audience preferences

▶ Schedule movie releases during the summer season for more success in maximizing return on investment

▶ Choose right directors for specific genres, such as Yarrow Cheney or Kyle Balda, in animation for better return on investments using a relative low production budget.

# NEXT STEPS

▶ Constant monitoring and evaluation of return on investments for financial viability of the studio

▶ The studio must remain agile and adapt to changing market dynamics. A long-term growth strategy involves exploring new markets and partnerships with other studios and content creators.

# THANK YOU

- Email : mwangigerald436@gmail.com


- GitHub Username: @Geraldkigotho