



Microsoft Film Studio Proposal

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Overview

Microsoft asked us to evaluate the movie industry's future and give suggestions. We measured profitability using return on investment, analyzed the best studios, and examined popular genres with high viewer votes.

DATA SOURCES

I used data from the following sources:

- ❖ The Number Movie Budgets
- ❖ The Movie Database (TMDB)
- ❖ Box Office Mojo



Business Problem

- Unlike traditional investments, producing movies can often be hit or miss, with results varying widely from earning massive returns to a complete loss of investment.
- Statistical insights can improve studios' strategic decision making to boost returns on investment, potentially even making the difference between success and bankruptcy.

KEY FINDINGS

From this analysis it was clear that:

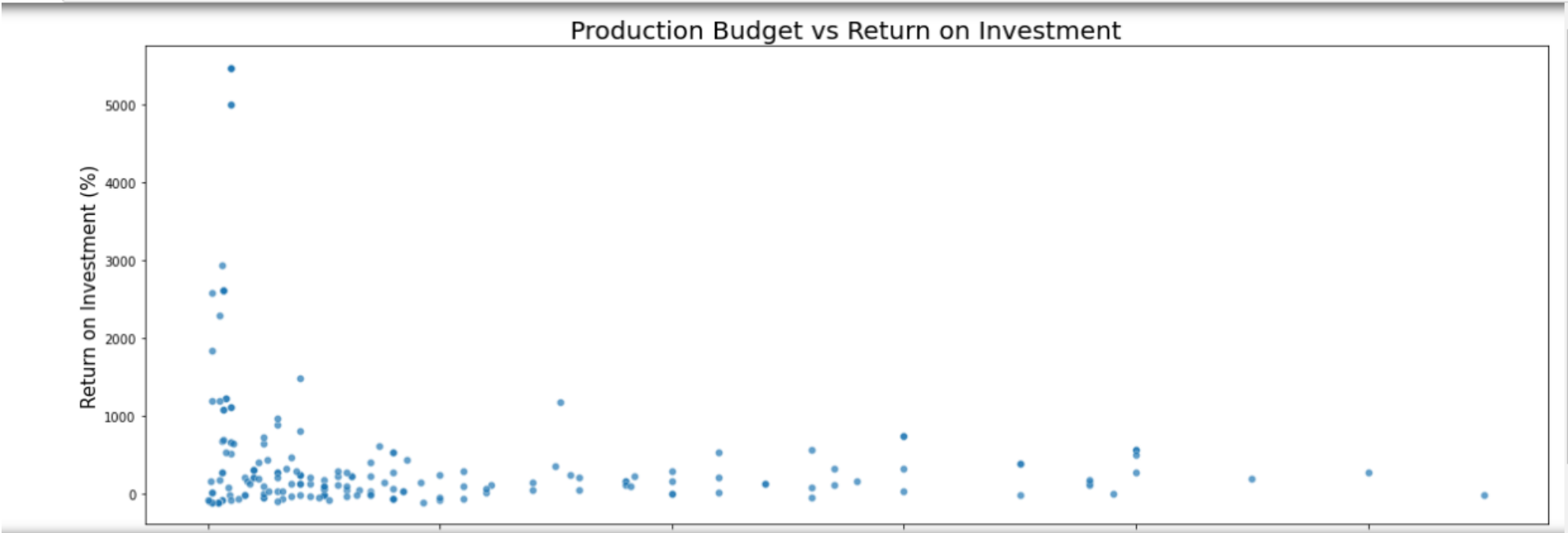
- ❖ Higher production budgets don't always mean higher returns.
- ❖ Microsoft may face challenges entering the film industry despite potentially acquiring IP rights from top studios due to lack of experience in film production.
- Consider popular genres for movie creation.



THE CORRELATION BETWEEN ROI AND PRODUCTION BUDGET

- The weak positive correlation between production budget and return on investment suggests that higher production budgets do not necessarily guarantee higher returns. Therefore, Microsoft may need to carefully manage its production costs and investments to ensure a profitable return on investment.

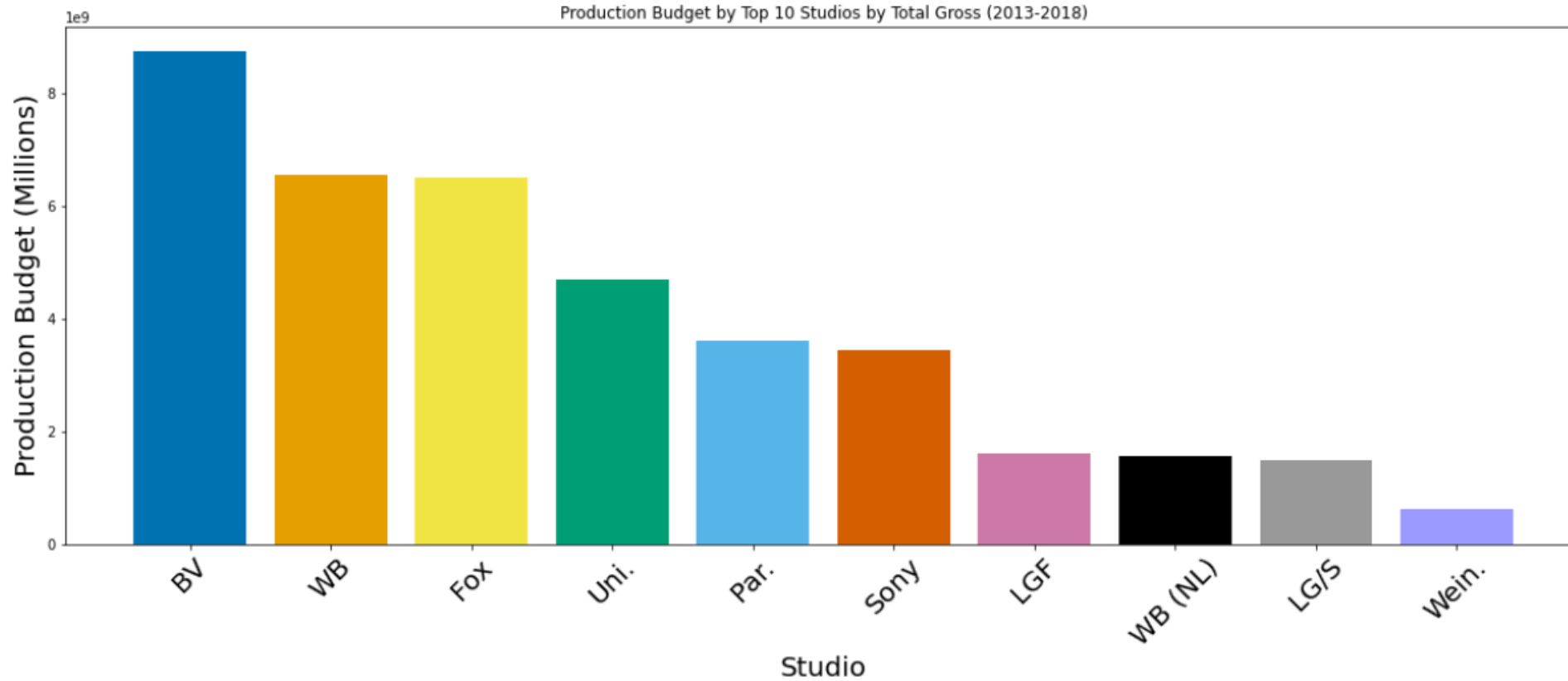
PRODUCTION BUDGET VS RETURN ON INVESTMENT GRAPH



Which are the best performing studios?
The top 5 studios in terms of gross income are:

1. Walt Disney Studios
2. 20th Century Fox
3. Universal Pictures
4. Warner Bros. Pictures

A visualization of the best performing studios in terms of gross income

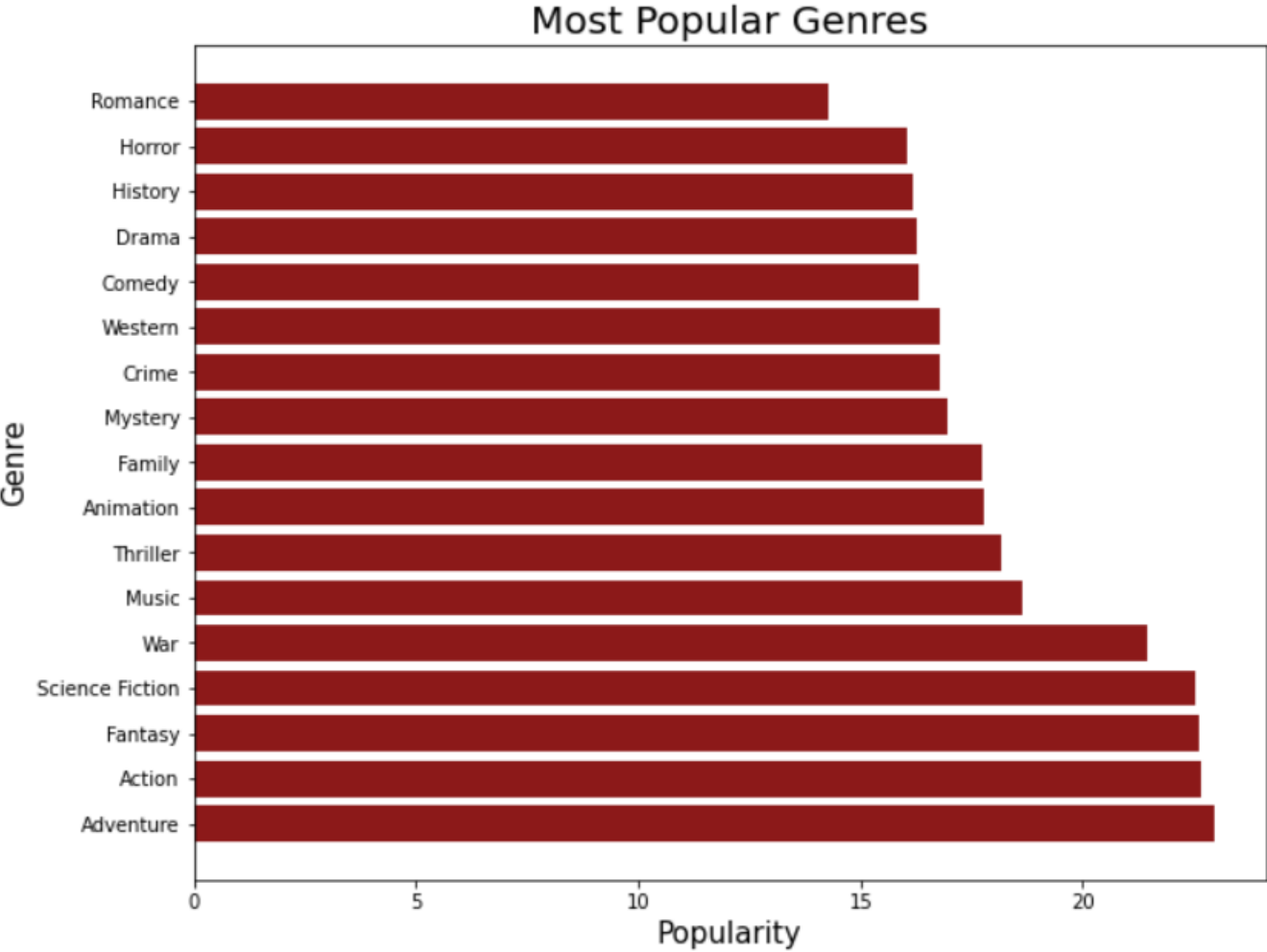


POPULARITY OF A GENRE

Based on my analysis, I identified the five most commonly occurring genres, which are

1. Adventure
2. Action
3. Fantasy
4. Science Fiction
5. War

Popular genres:



CONCLUSION

In conclusion, Microsoft could potentially enter the film industry by obtaining intellectual property rights from top movie studios. However, to succeed in the industry, Microsoft will need to carefully manage its production costs and investments, focus on high-budget productions, and consider producing films in popular and profitable genres such as Horror, Music, Action, and Adventure.

THANK YOU



