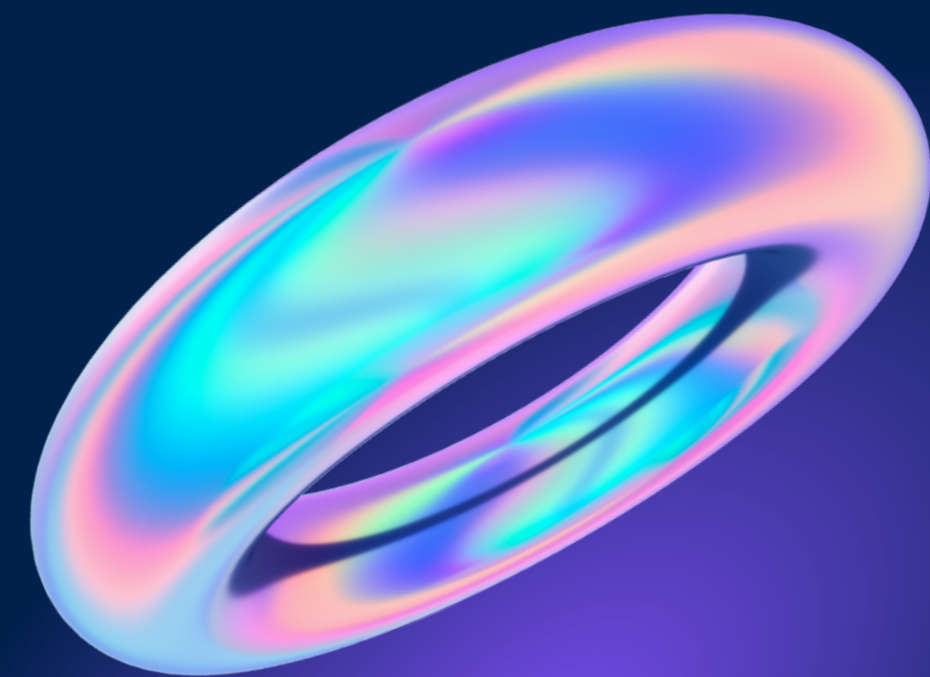
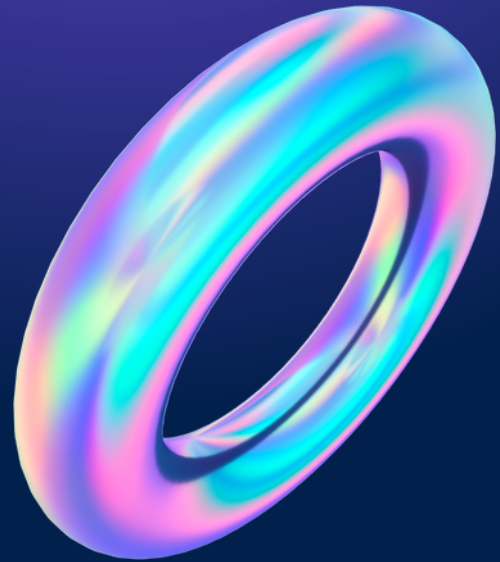




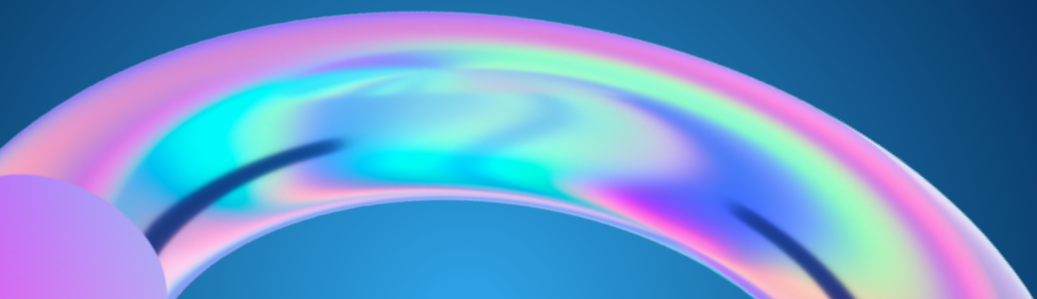
MICROSOFT MOVIE STUDIO PROJECT.



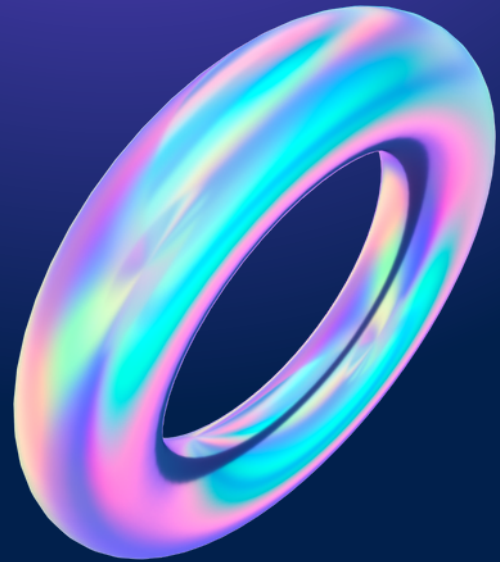
OUTLINE.



1. Introduction
2. Business Understanding
3. Data
4. Method
5. Results
6. Recommendation



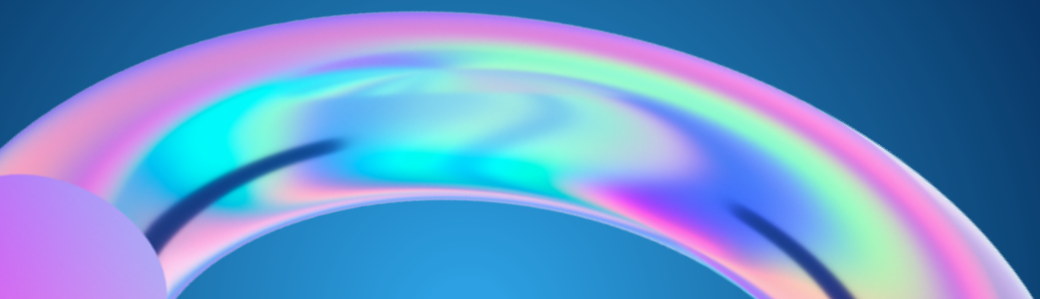
INTRODUCTION.



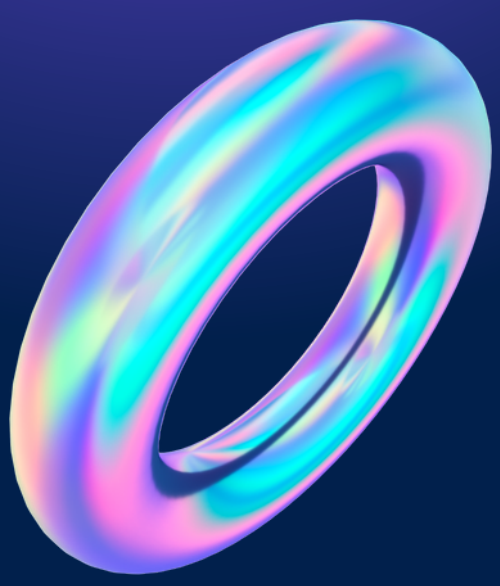
The global movies and entertainment market size was valued at USD 94.451 Billion in 2022.

The market is predicted to grow to an estimated USD 169.62 Billion by 2030

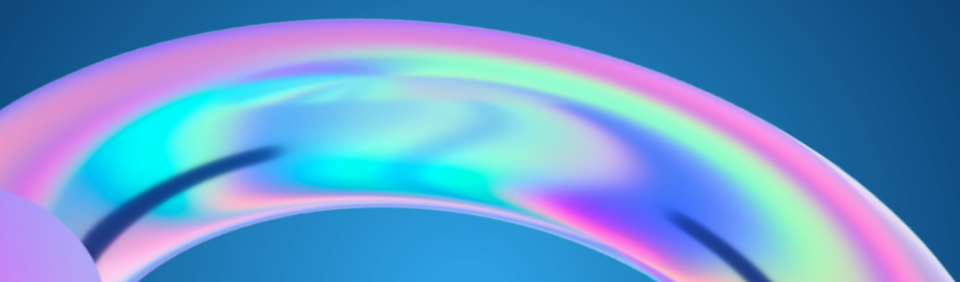
This makes it a valuable investment to consider.



BUSINESS UNDERSTANDING.



Microsoft is looking to set up a new movie studio to create original video content. They would like to know:

- what genre they should venture in?
 - which movies have a larger audience base?
 - whether they should venture in domestic or foreign production, or both?
- 

DATA.



The data for this analysis has been sought from
3 sites:

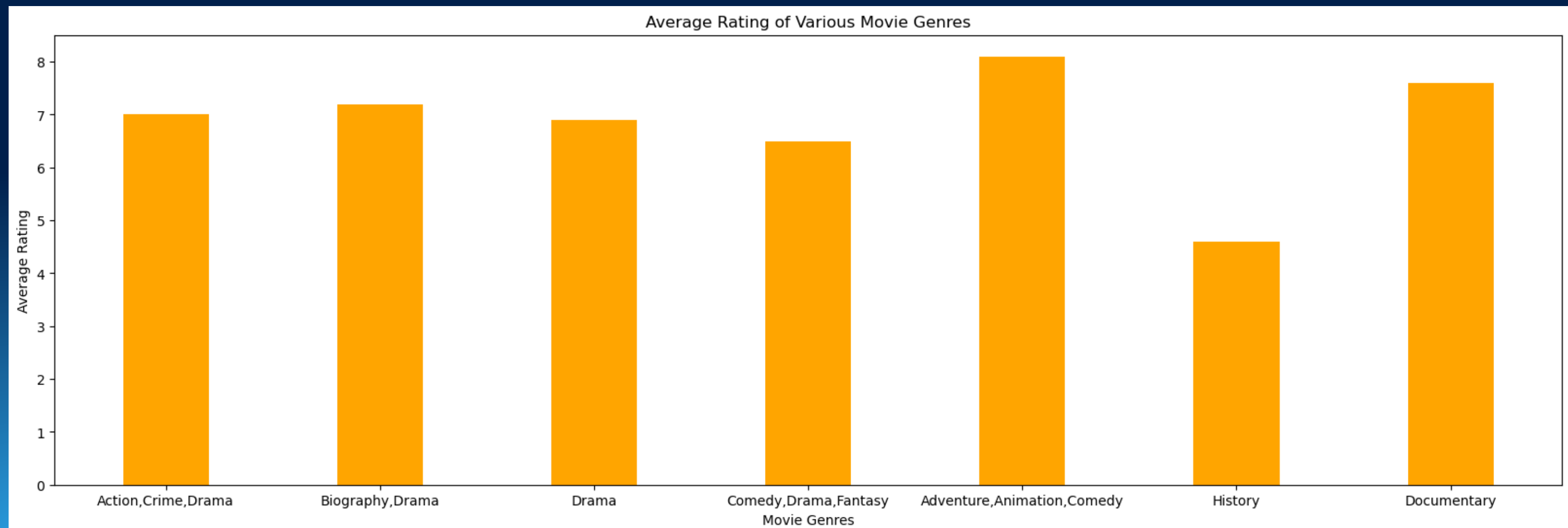
- IMDB
 - Box Office Mojo
 - The Movie DB
- 

METHOD.

- The most popular genres and film ratings were found by aggregating data on highly rated films from IMDB.
- The movie genres with the largest audience base were found by evaluating the genres with the highest number of votes.
- Movie performance between domestic and foreign markets was assessed using the aggregated data of Box Office Mojo and The Movie DB.

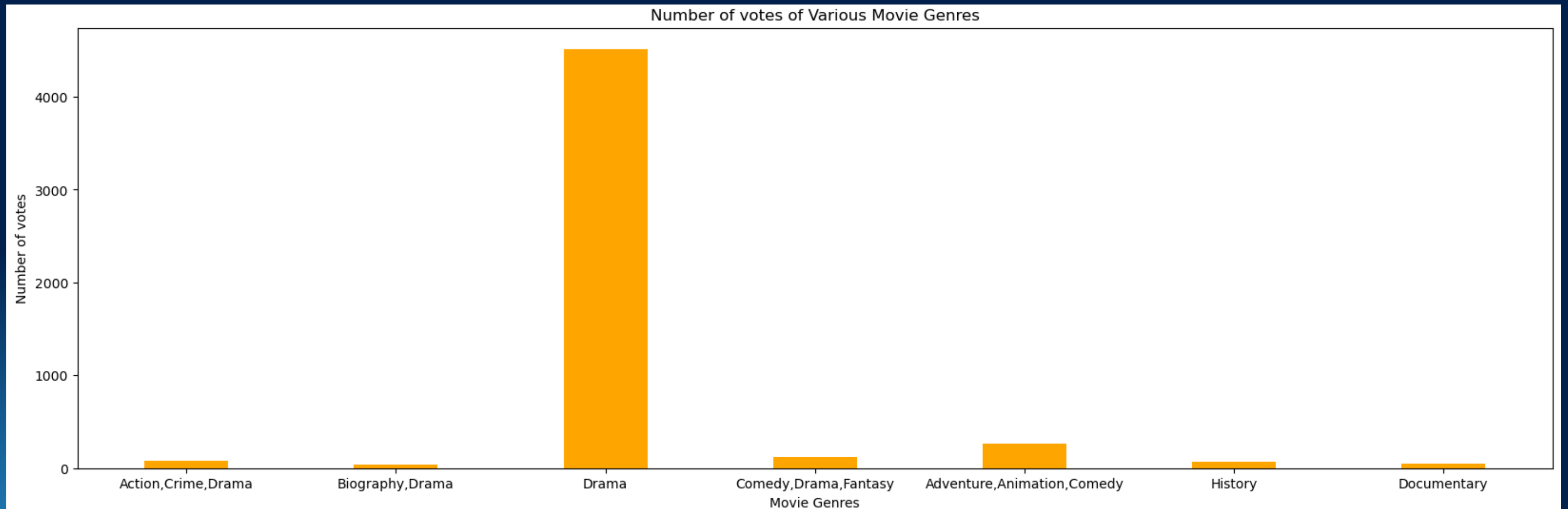
Most Popular Genre.

- According to the average ratings, the most popular genre is adventure, animation, and comedy.
- It is followed by documentaries.

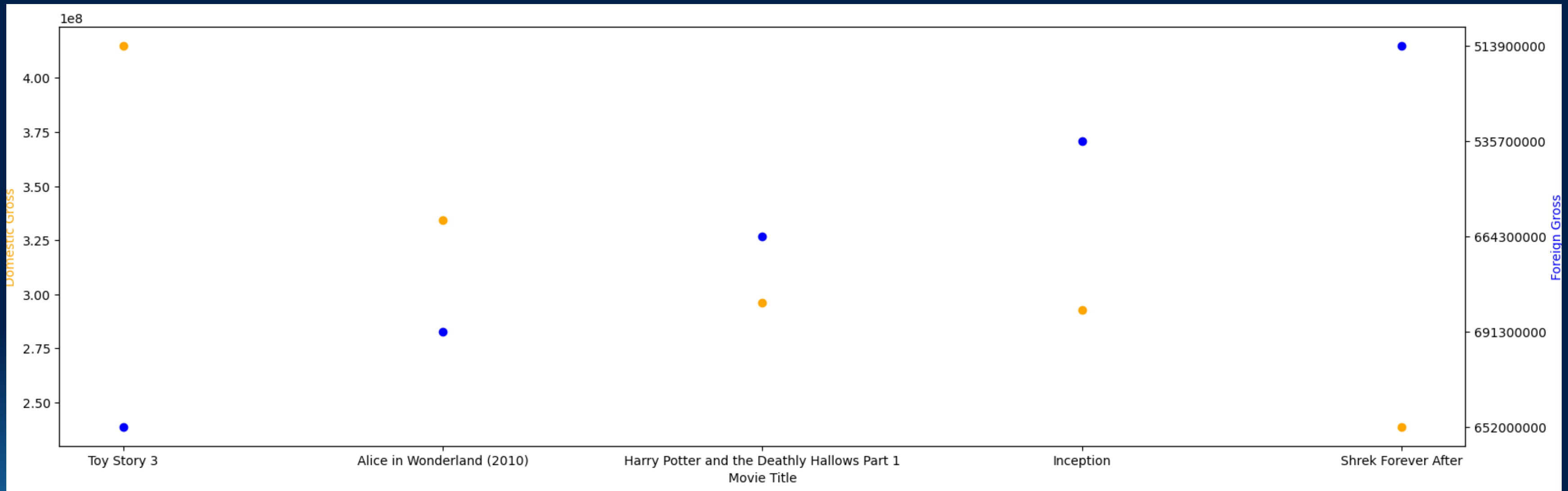


Genre with the largest audience base.

- According to the number of votes, the genre with the largest audience base is Drama.



Movie performance in domestic and foreign markets.



RECOMMENDATIONS.

1. Microsoft should consider focusing on Adventure, animation, and comedy as indicated by the high average ratings to increase their chances of success and viewer engagement.
2. Microsoft should also consider including videos in the drama genre. The genre's popularity and engagement level, as indicated by high vote counts, suggests a significant potential audience reach.
3. As movies exhibit varying levels of success in domestic and foreign markets. Microsoft should consider venturing into both markets to increase their revenue. It is essential for them to tailor their distribution and marketing strategies to resonate with audiences in both the domestic and foreign markets.

THANK YOU.

