

MICROSOFT FILM CREATION STRATEGIES ANALYSIS

JIMMY GICHUI

JULY 27, 2025

SUMMARY

- Context: Microsoft plans to launch its own movie studio but **lacks the industry experience**.
- Goal: To **provide data-driven insights** to help Microsoft make informed decisions and compete with major studios

OUTLINE

- Business Problem
- Data and Methods
- Results
- Conclusions and Recommendations

BUSINESS PROBLEM

- To **provide guiding insights** to Microsoft as it begins its content creation journey so as to **reduce the risk of failure** and **maximize on film profitability**

DATA

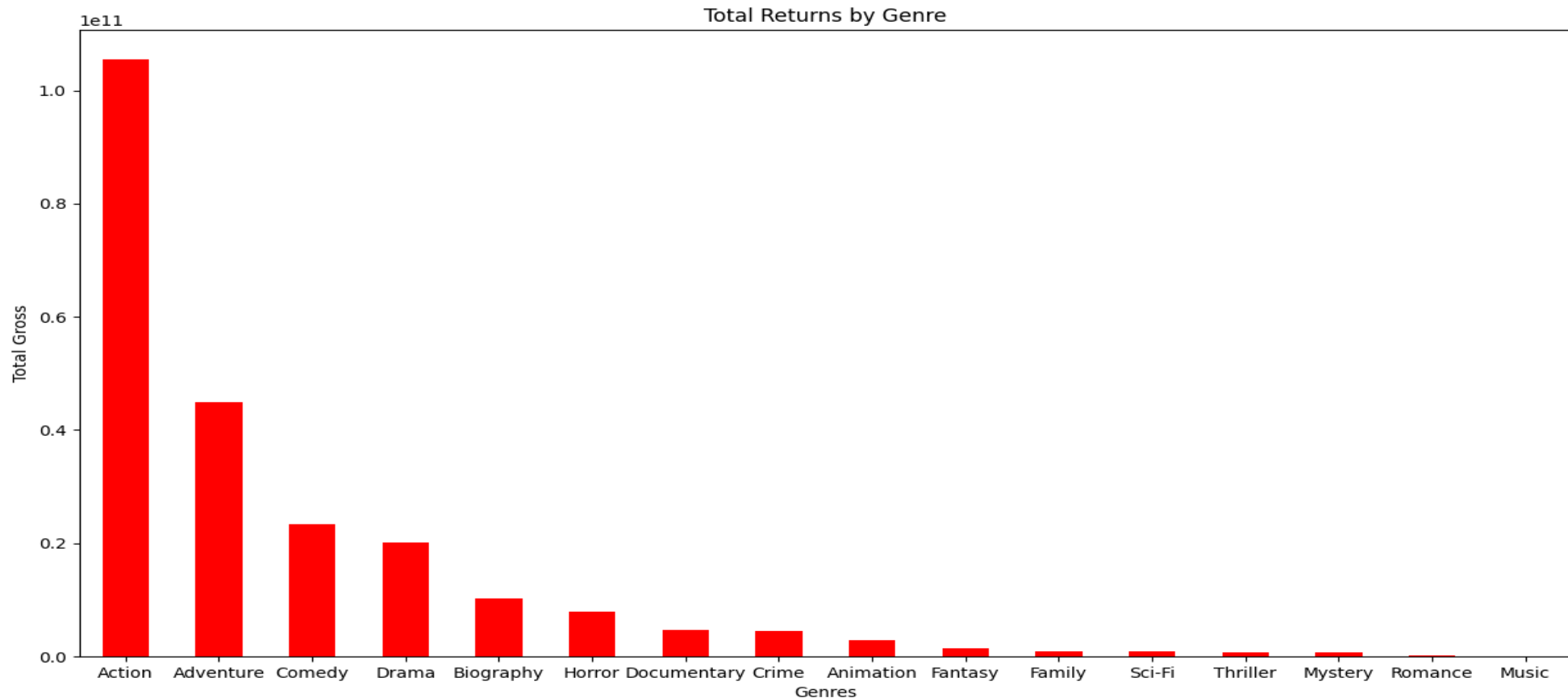
- The project uses data compiled from **three files from box office and movie metadata sources**. Together these files **enable analysis of financial performance, genre trends, runtime patterns and audience reception**.

METHODS

- The project uses descriptive analysis including description of trends over time to **identify useful trends** that can guide Microsoft's content creation and **maximize film success**.

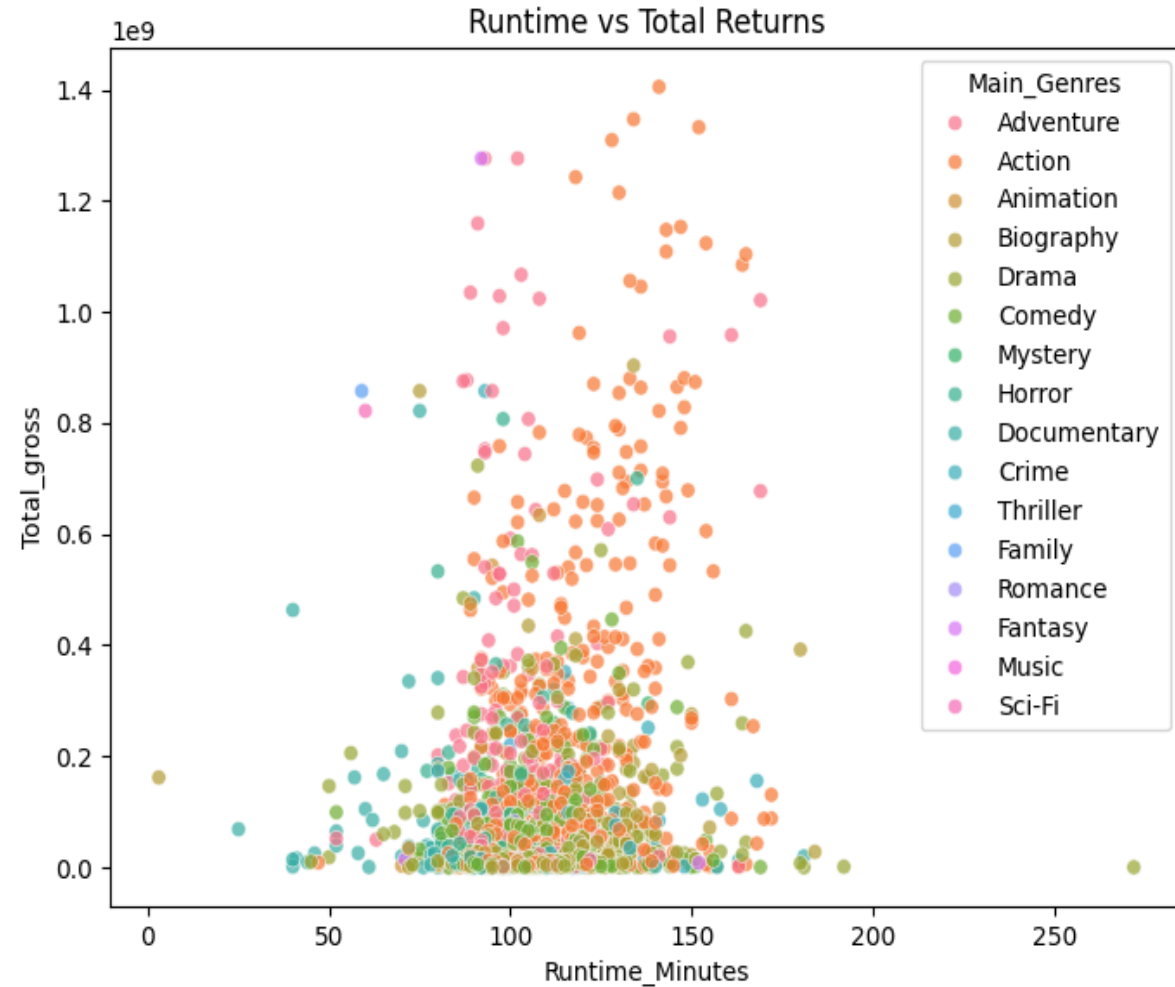
RESULTS



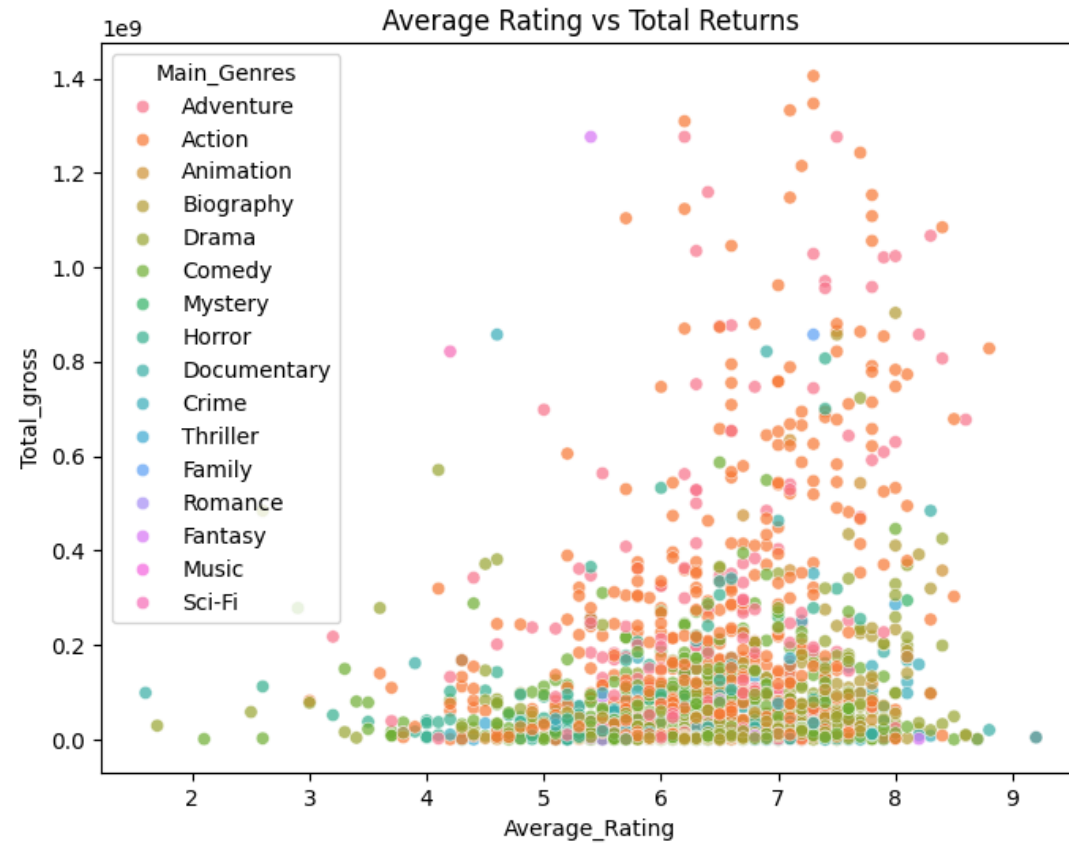


Action, Adventure and Comedy are the top three revenue-generating genres. This indicates that they have **broad audience appeal and strong market performance**.

Films with a moderate to long runtime (**between 100 to 150 minutes**) tend to generate higher box office returns. Extremely short or overly long films show reduced returns

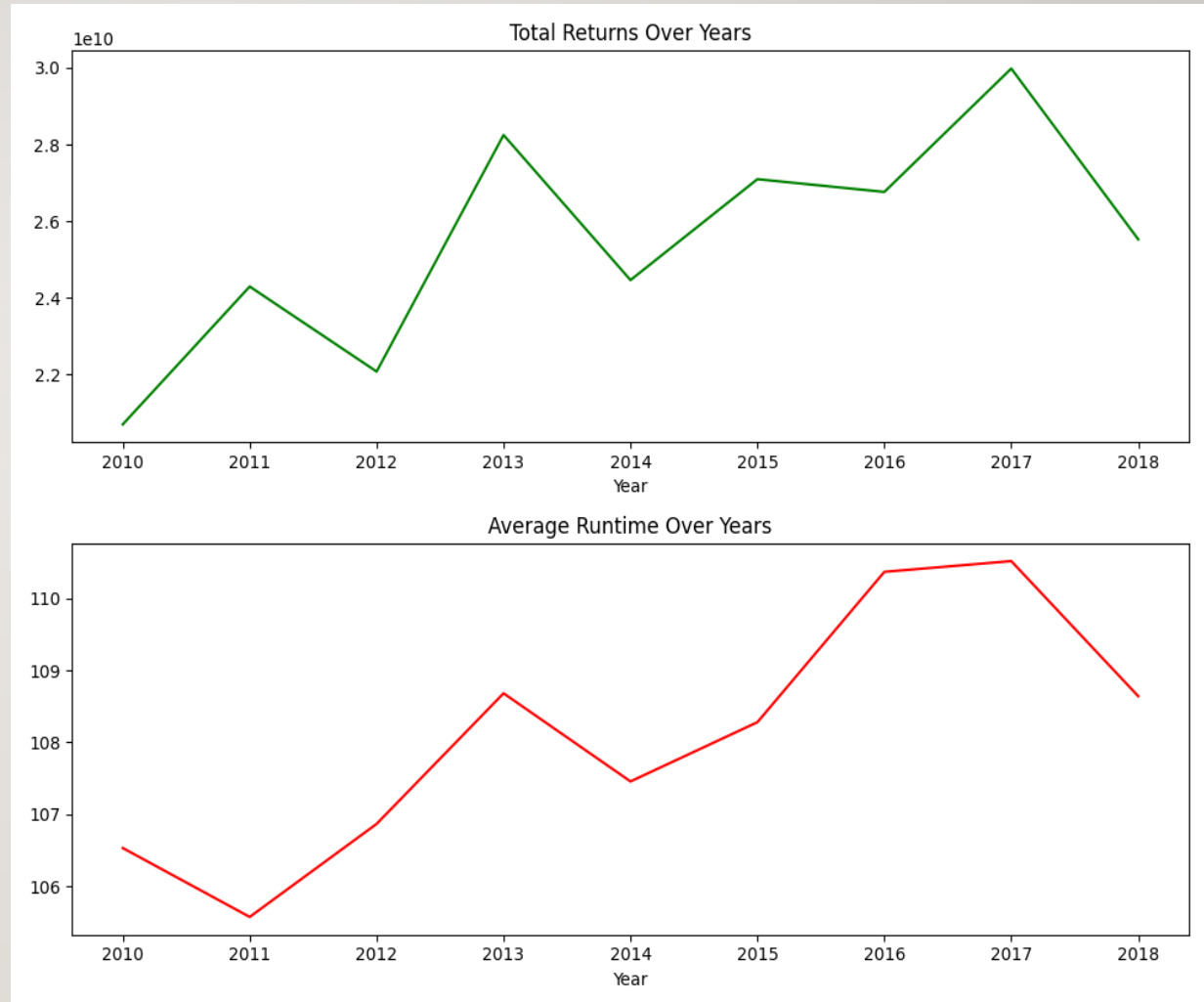


Films with **average ratings between 6.0 and 8.0** tend to perform better financially.



The total box office returns have shown a **fluctuating trend** over the years.

The average runtime of films has **generally increased over time**, following a sharp drop in 2011, with 2018 bring an exception – This suggests a gradual shift towards longer films



CONCLUSIONS

- **Action, Adventure and Comedy** films lead in total box office gross.
- Films with runtimes between **100 to 150 minutes** tend to perform better financially
- Total returns **fluctuate year by year** while runtime has **generally increased over time**, with a few outliers

RECOMMENDATIONS

- Start with films with **Action, Adventure and Comedy**.
- Prioritize films with **strong reception potential** i.e, those with an average rating of 7.0+.
- Target Runtimes between **100 to 150 minutes**.
- Stay responsive to trends in the film industry.

THANK YOU!

EMAIL: JIMMY.GICHUI@STUDENT.MORINGASCHOOL.COM

GITHUB USERNAME: JIMMY-AI1