

# MICROSOFT FILM CREATION STRATEGIES ANALYSIS

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# SUMMARY

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- 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

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

# BUSINESS PROBLEM

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- 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

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- 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

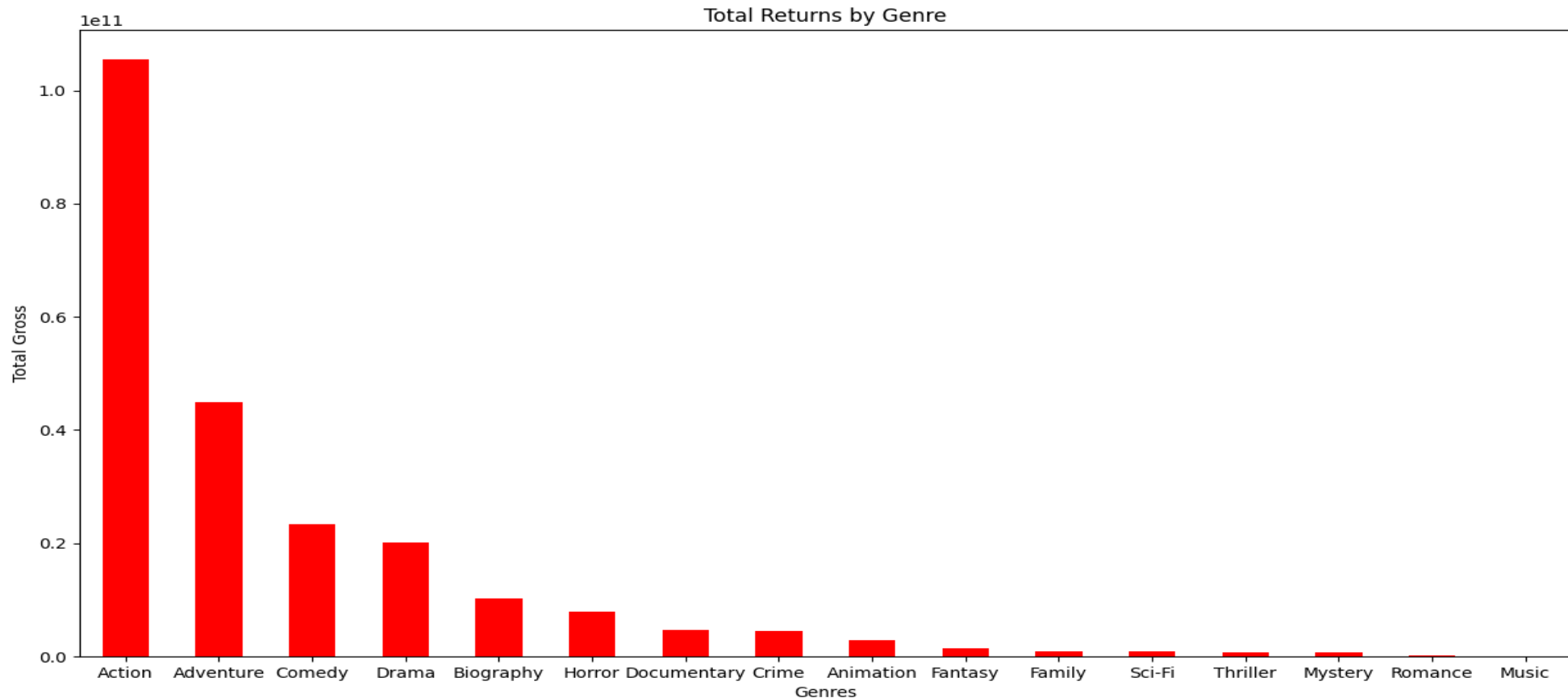
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- The project uses descriptive analysis including description of trends over time to **identify useful trends** that can guide Microsoft's content creation and **maximize film success**.

# RESULTS

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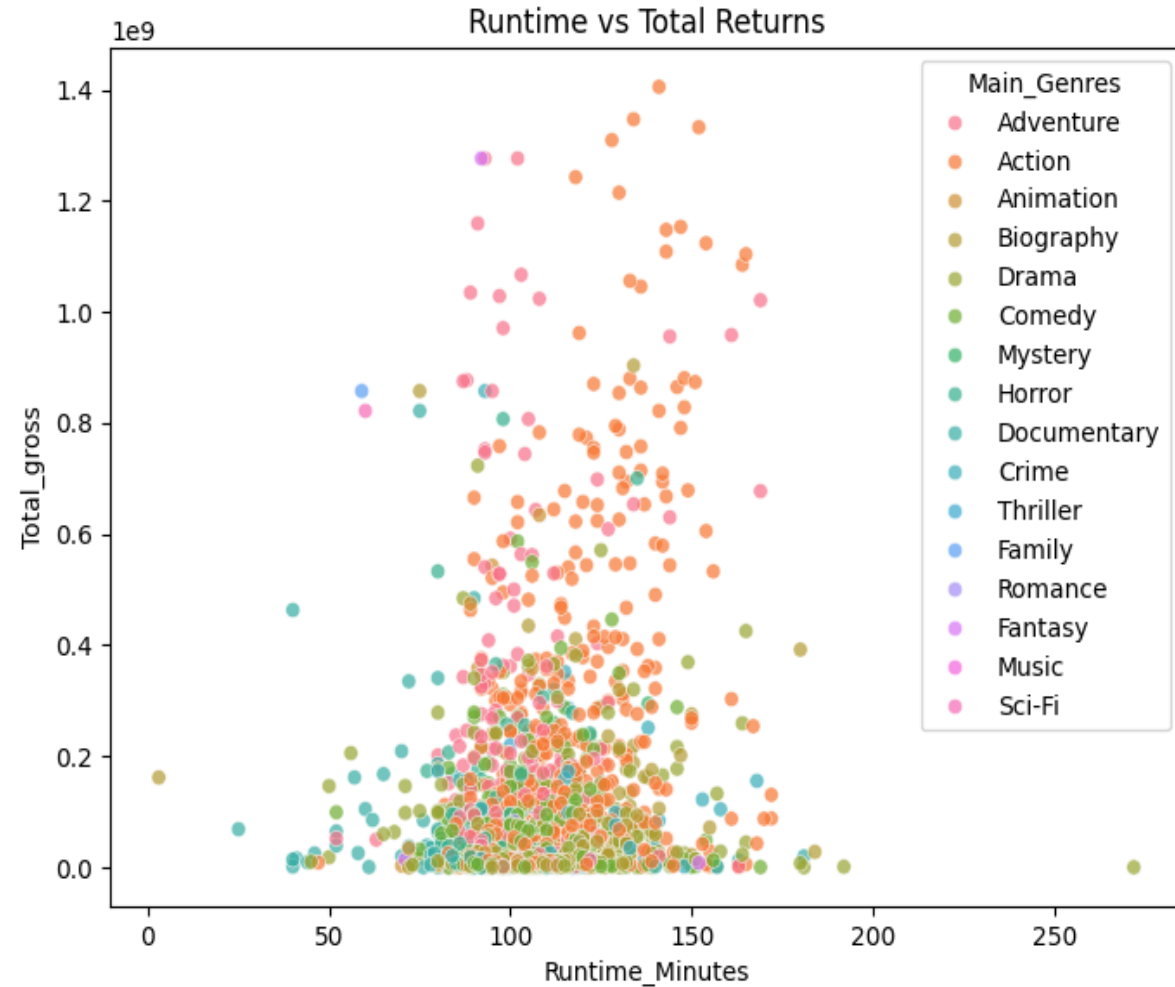


**Action, Adventure and Comedy** are the top three revenue-generating genres. This indicates that they have **broad audience appeal and strong market performance**.



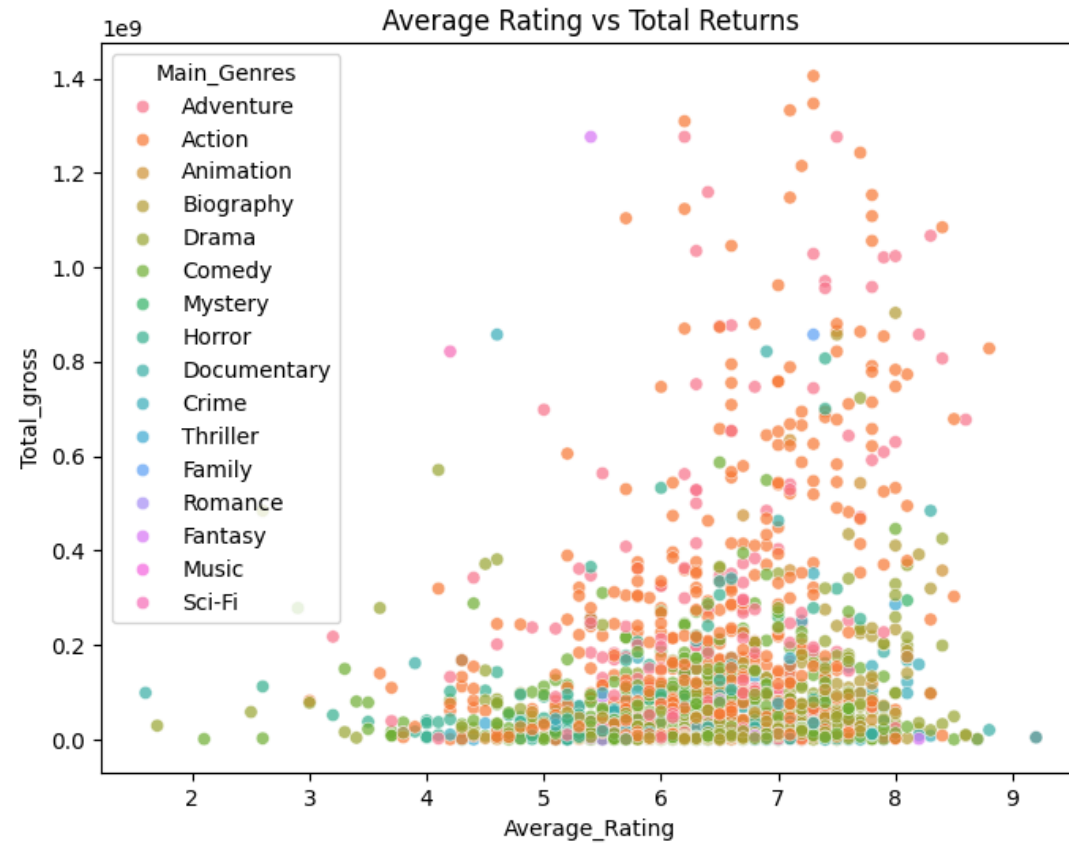
Films with a moderate to long runtime (**between 100 to 150 minutes**) tend to generate higher box office returns. Extremely short or overly long films show reduced returns

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

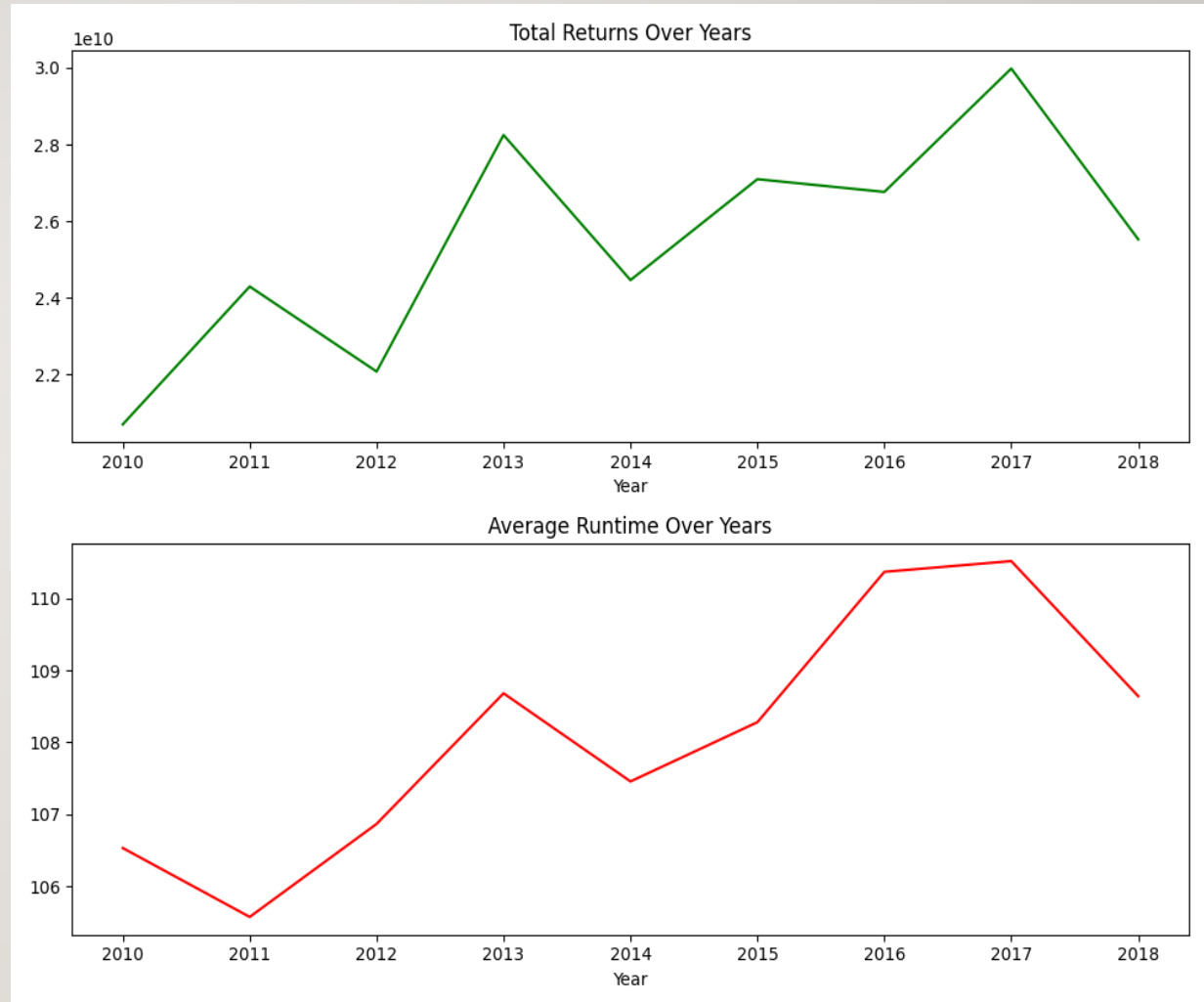
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The total box office returns have shown a **fluctuating trend** over the years.

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

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# CONCLUSIONS

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- **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

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- 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!

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