MICROSOTIS NEW MOVIE STUDIO

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 - This slide should include a prompt for questions as well as your contact information (name and LinkedIn profile)



BEGINNING

Overview: The Microsoft company want to create original video content and a new studio is in place although research is required in order for the success. There is a lot of underlining business factors in place that need to researched and analyzed before the Company take any action.

Business Understanding: Having are charged with exploring what types of films are currently doing the best at the box office. You must then translate those findings into actionable insights that the head of Microsoft's new movie studio can use to help decide what type of films to create. Serval research questions guided my exploration

- what are the movies with the highest earnings?
- what are the popular genres?
- who made them(studio)?
- what were the budgets to profit comparison over studio and years?



MIDDLE

Data Understanding

• The content of the data need to plan companies next step: the genre of movies that doing good the box office, budget and profits. Understanding such factors could prove to be of use. This leads on the the next set Data analaysis

Data Analysis

- what are the popular genres?
- what are the movies with the highest earnings?
- who made them(studio)?
- what were the budgets to profit comparison over studio and years?

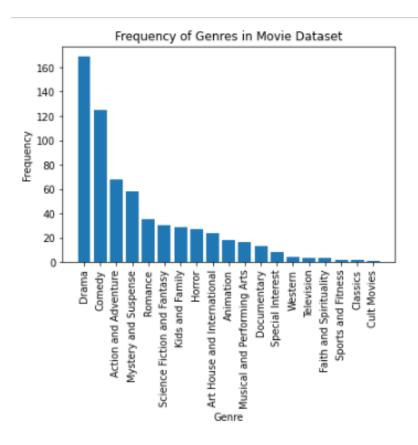


WHAT ARE THE POPULAR GENRES?

The visualization presents and very **interesting** analysis of the genres

The Drama genre is the most frequent on the box office and popular amongst film/movie makers as it leads to high profits on the screens

The other genre still worth a look in to are Action and Adventure and Mystery and suspense



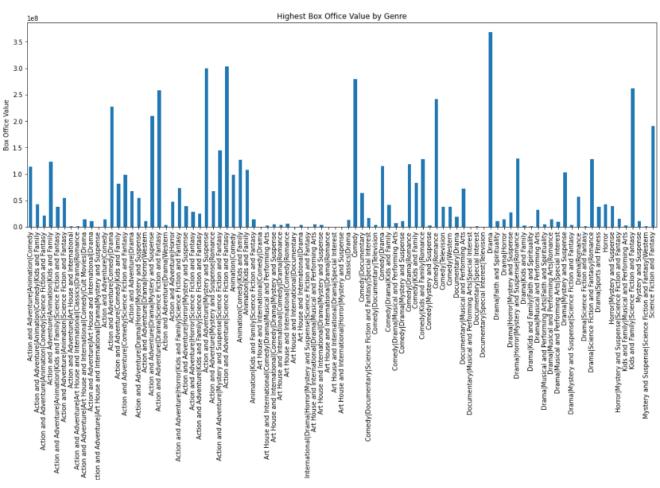


WHAT ARE THE POPULAR GENRES?

The second visualization Drama still is the popular but the other two still significant Action, Superhero, Science Fiction, Adventure and Fantasy.

This later seen with movies such as Avatar the Highest grossing film and the most recent The marvel Franchise of films

This bring us the sub question what are the movies with the highest earnings?





WHAT ARE THE MOVIES WITH THE HIGHEST EARNING

- As Mentioned the Avatar is the highest grossing film made by universal studios
- The film center around Action, Science Fiction, Adventure and Fantasy
- The film had a incredibly huge budget of \$203 million that lead to one to the most visual stunning movies which push film making to another step
- This resulted in a record holding \$ 2.923 Billion box office hit.
- Sow what is the relation between Budget and actual profit

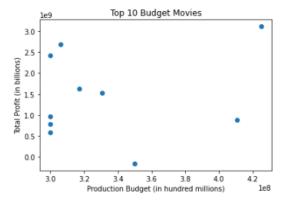


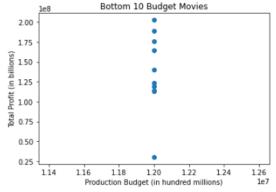
WHAT WERE THE BUDGETS TO PROFIT COMPARISON OVER STUDIO AND YEARS?

The visualization here describe the relation between the Top 10 movies with high budget and the Top 10 movies with the lowest budget in comparison to their total profits

The is no correlation between the two as the it seems budget does not lead to success. The main factor affecting success in the genre of the film

As mentioned above the Action and Adventure and Mystery and suspense is one to look into. Although this goes with saying that the data show that drama is till safe stop for films/movies





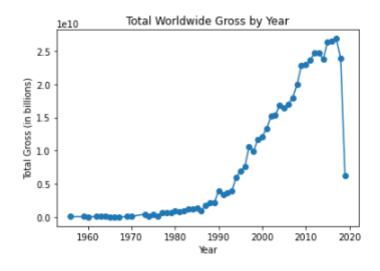


WHAT WERE THE BUDGETS TO PROFIT COMPARISON OVER STUDIO AND YEARS?

On to the most worrying aspect about the potential gains for movies. The total worldwide gross of movies took and huge nose dive towards 2020

The cause is unclear with speculations that the pandemic is at play but the certainty of this, is still lacking.

This presents a problem with who our target is, should we take chance on the global scene or focus on the domestic environment

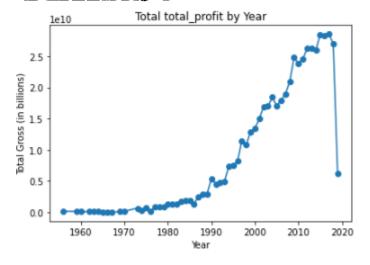


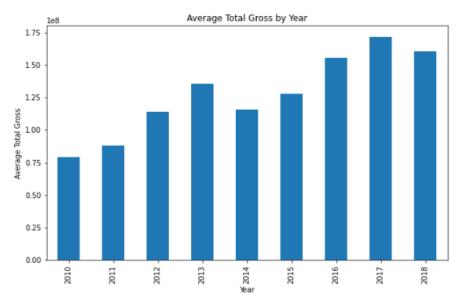


WHAT WERE THE BUDGETS TO PROFIT COMPARISON OVER STUDIO AND YEARS?

The trend is as well evident with the total profit per year. A more worrying aspect has emerged in which on further inspection the decrease seems to form 2018 pre pandemic.

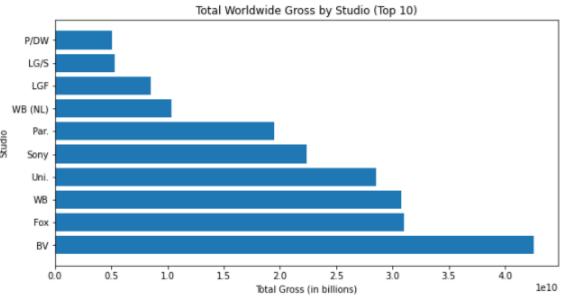
Although it is to note that the worldwide gross is always higher than the local gross and is what make movies successful





WHO MADE THEM(STUDIO)?

- Buena Vista studio is the market leader with the highest worldwide gross compared to other studios
- This due to them nailing the Action, Science Fiction, Adventure and Fantasy genre
- The marvel Franchise being the one to bring a lot of global attention
- This further my point in the genre being a defining factor of succes





END

Recommendations:

- As much as budget does not affect profit, it's a key factor when quality is considered, the drop in worldwide gross may be alarming but is still remains the key factor for movies and films
- Investing well in to a project movie and film is bound to have a better return rate.
- If the pandemic is the key factor of the drop in the worldwide gross then I suggest the creation of a platform to host the films/movies that the studio creates
- A good example would be NETFLIX, AMAZON PRIME, HULU and more. This platforms are able to still access the benefit of a global market as they allow access from anywhere and from different devices
- The company could host their movies as well on said platforms or build their one with more risks than the other
- Lastly is the repeated choice of genre for the films/movies. They have to appeal the market and for that Drama and Action, Science Fiction, Adventure and Fantasy genre is recommended



THANK YOU

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