

MICROSOFT MOVIE STUDIO ANALYSIS

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Business Overview

- Microsoft has decided to set up a movie studio to create original video content.
- This presentation contains a summary of the analysis done on the movie industry to help inform their decision on the choice of movies to create.

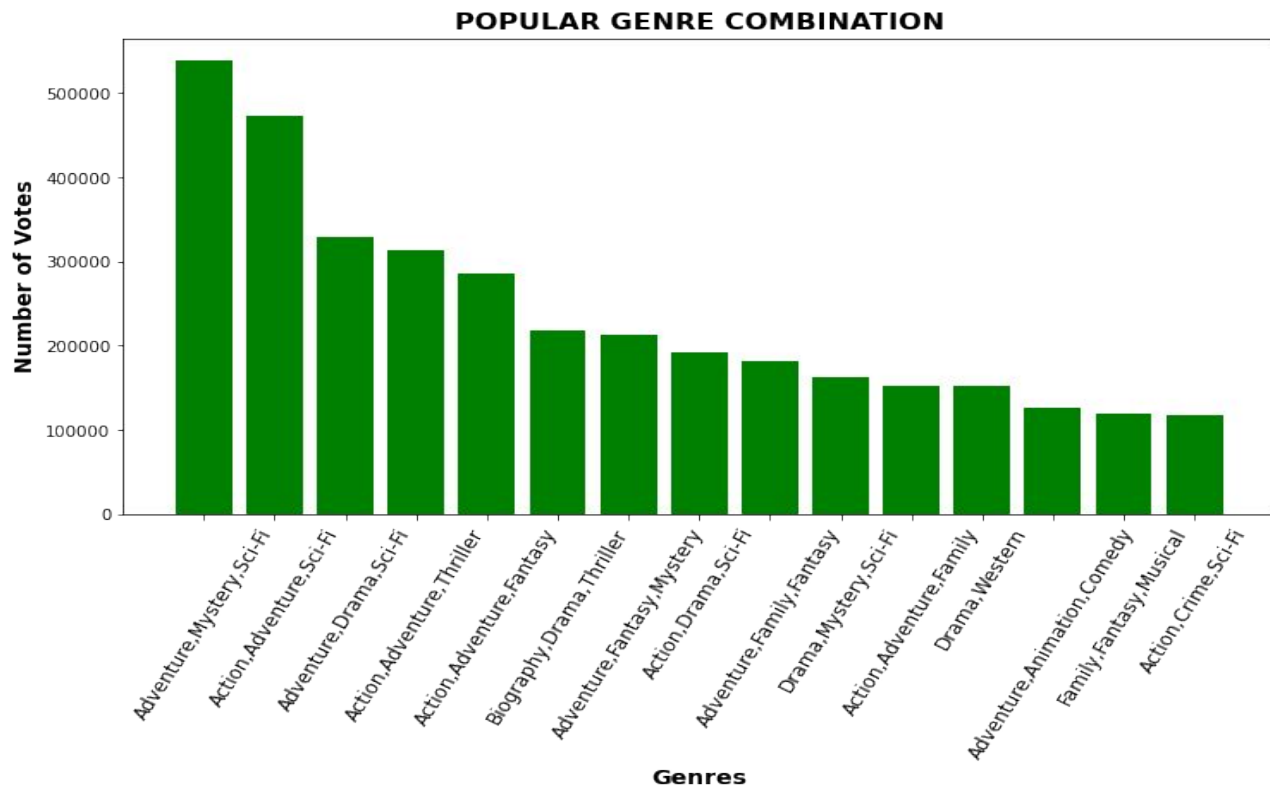
Outline

- Business Problem
- Data
- Methods
- Results
- Conclusions

Business Problem

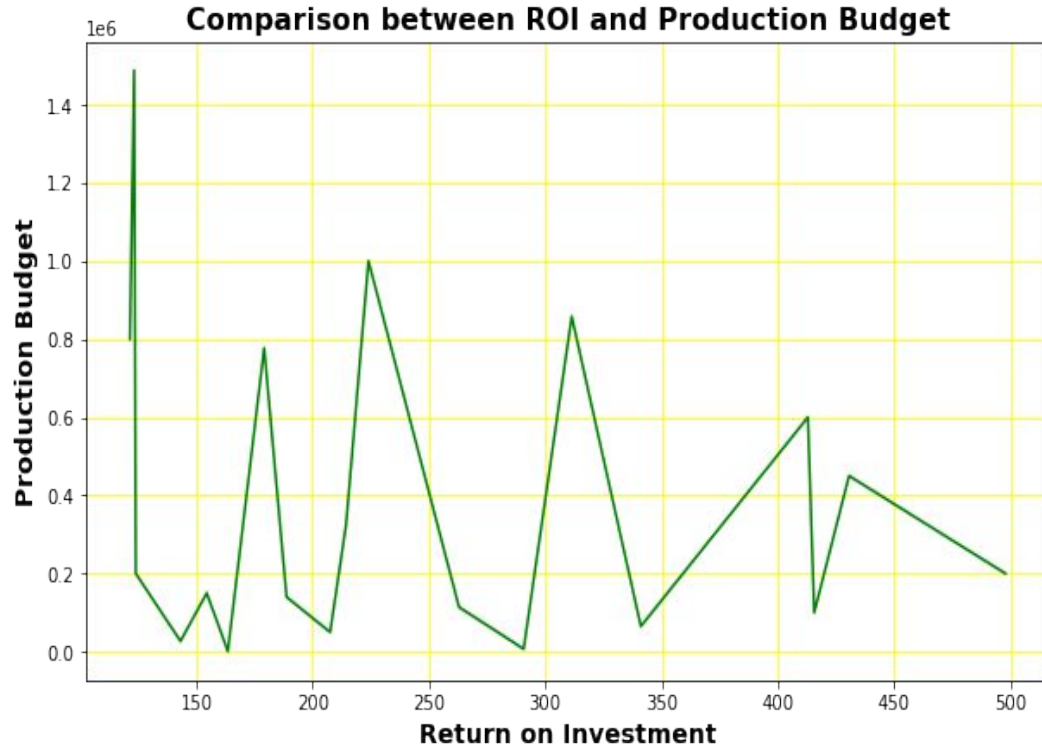
- What films are doing well at the box office?
- How does Microsoft ensure optimization of returns?
- Who are some of the industry giants that Microsoft is coming in to compete with?

Popular Genre Analysis



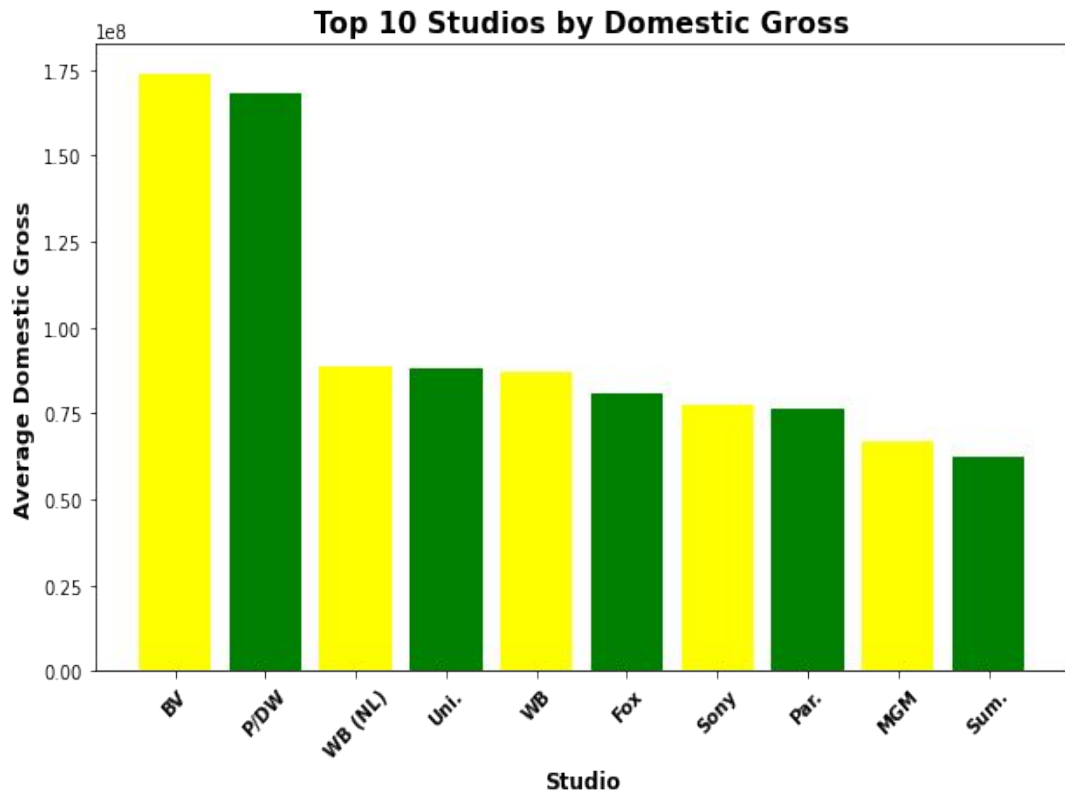
- The most popular genre combinations are those that include the Adventure and Sci-Fi combination.

Return on Investment Analysis



- High production cost is not indicative of high returns.

Major Competitors



- Microsoft could benchmark or even poach resources, like labour, from the existing industry giants.

Conclusions

- Documentary, Drama, Comedy, Adventure and Sci-Fi are the best selling movie genres.
- A higher investment does not mean higher returns. The choice of genres is a better factor to consider.
- Working with the top performing film directors is highly recommended since they come with a pool of experience.

Thank You!

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