

UNVEILING INSIGHTS

MICROSOFT'S JOURNEY INTO THE MOVIE INDUSTRY

OVERVIEW

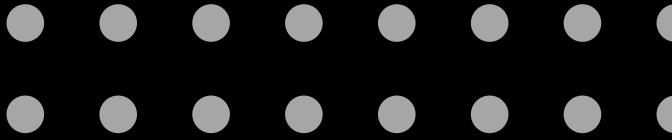
In this presentation, we delve into Microsoft's ambitious venture into the dynamic world of the movie industry. With an eye for innovation and a thirst for new horizons, Microsoft is poised to explore the realms of original video content creation through its new movie studio. Leveraging the power of data-driven insights, we embark on a journey to uncover key trends, patterns, and opportunities within the movie landscape



BUSINESS UNDERSTANDING

- In today's rapidly evolving entertainment landscape, Microsoft has set its sights on venturing into the movie industry, driven by a desire to diversify its portfolio and tap into the growing demand for original video content. As the boundaries between technology and entertainment continue to blur, Microsoft recognizes the immense potential in leveraging its resources and expertise to carve a niche in the cinematic realm.
- The objective of Microsoft's foray into the movie industry is multifaceted.
- Firstly, the company aims to expand its footprint in the entertainment sector, capitalizing on the global appeal and enduring popularity of movies as a form of entertainment.
- Secondly, Microsoft seeks to leverage its innovative technologies and data-driven approach to create compelling and engaging content that resonates with audiences worldwide.
- Thirdly, the venture presents an opportunity for Microsoft to explore new revenue streams and business models, driving growth and diversification in its operations.





DATA UNDERSTANDING

To embark on our journey into the movie industry and guide Microsoft's venture into content creation, we must first gain a comprehensive understanding of the data at our disposal. Our analysis relies on multiple datasets sourced from reputable sources within the movie industry, each offering unique insights into different facets of the cinematic landscape.

BOX OFFICE MOJO DATA:

This dataset provides information on movie titles, studios, domestic and foreign gross revenues, and release years. It offers valuable insights into box office performance, allowing us to understand trends in revenue generation and identify successful movies.

Source: <https://www.boxofficemojo.com/>

ROTTEN TOMATOES DATA:

The Rotten Tomatoes dataset includes information on movie synopses, ratings, genres, directors, writers, theater and DVD release dates, and box office revenues. It provides insights into audience and critic reception, genre preferences, and release dynamics.

Source: <https://www.rottentomatoes.com/>

THE NUMBERS DATA:

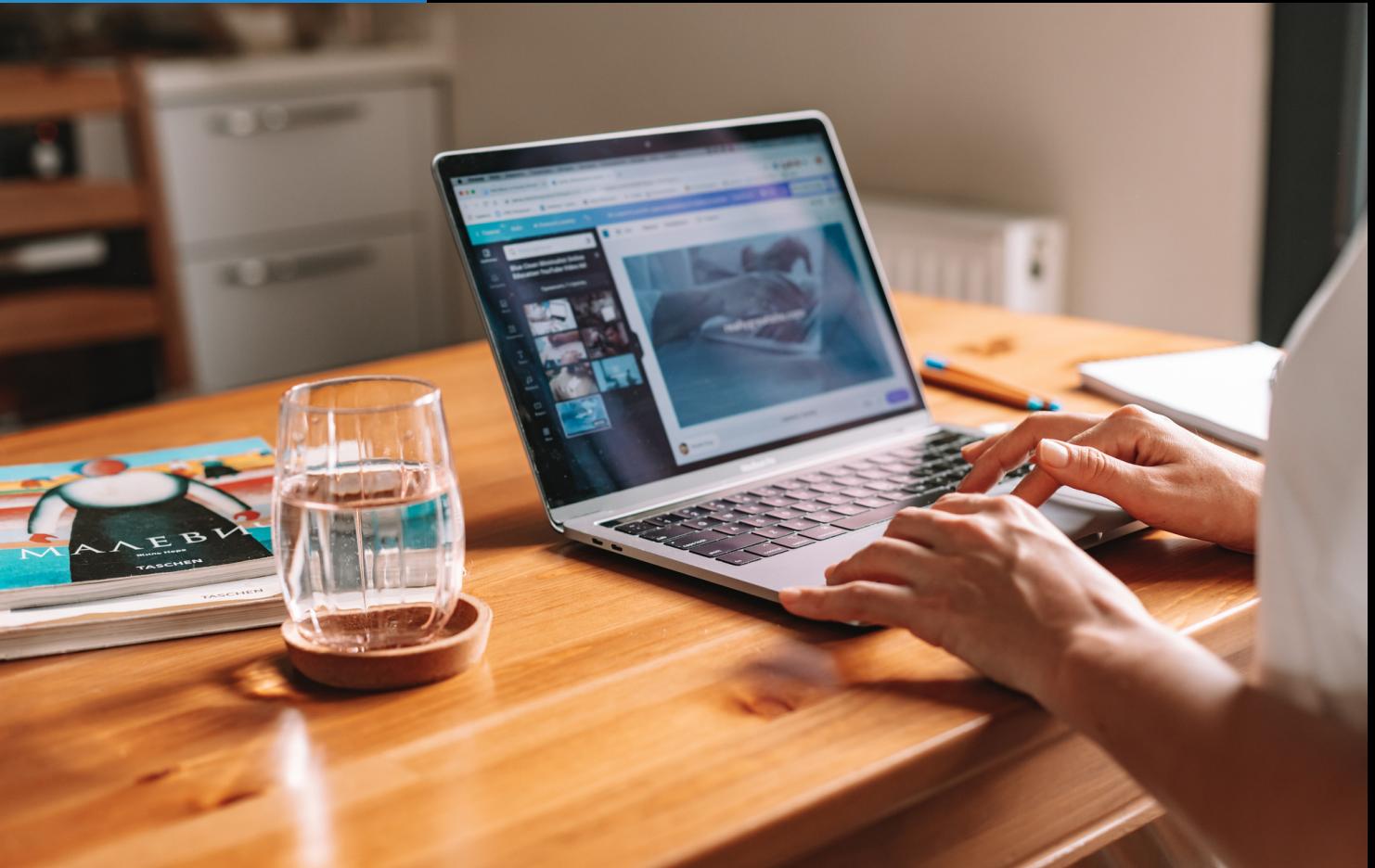
This dataset comprises details on movie release dates, titles, production budgets, domestic and worldwide gross revenues, total gross revenues, and profits. It offers insights into financial performance, profitability, and trends in movie production and distribution.

Source: <https://www.the-numbers.com/>

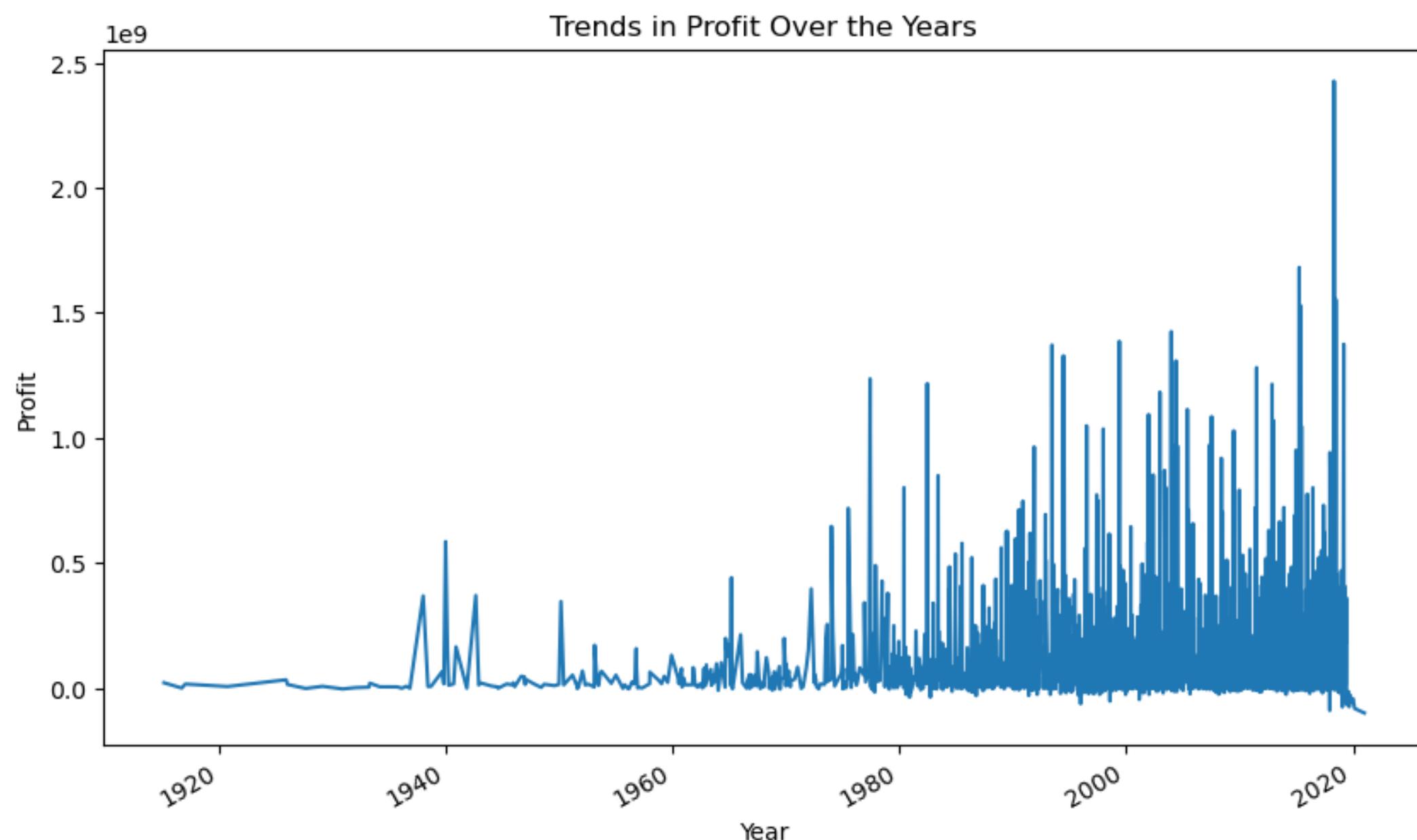
DATA ANALYSIS

The data analysis journey has unveiled a wealth of insights and trends that shed light on various aspects of the movie industry. By meticulously exploring and analyzing multiple datasets, we have gained valuable insights into box office performance, genre trends, release date dynamics, and studio profitability.

Here are the key findings from our analysis:

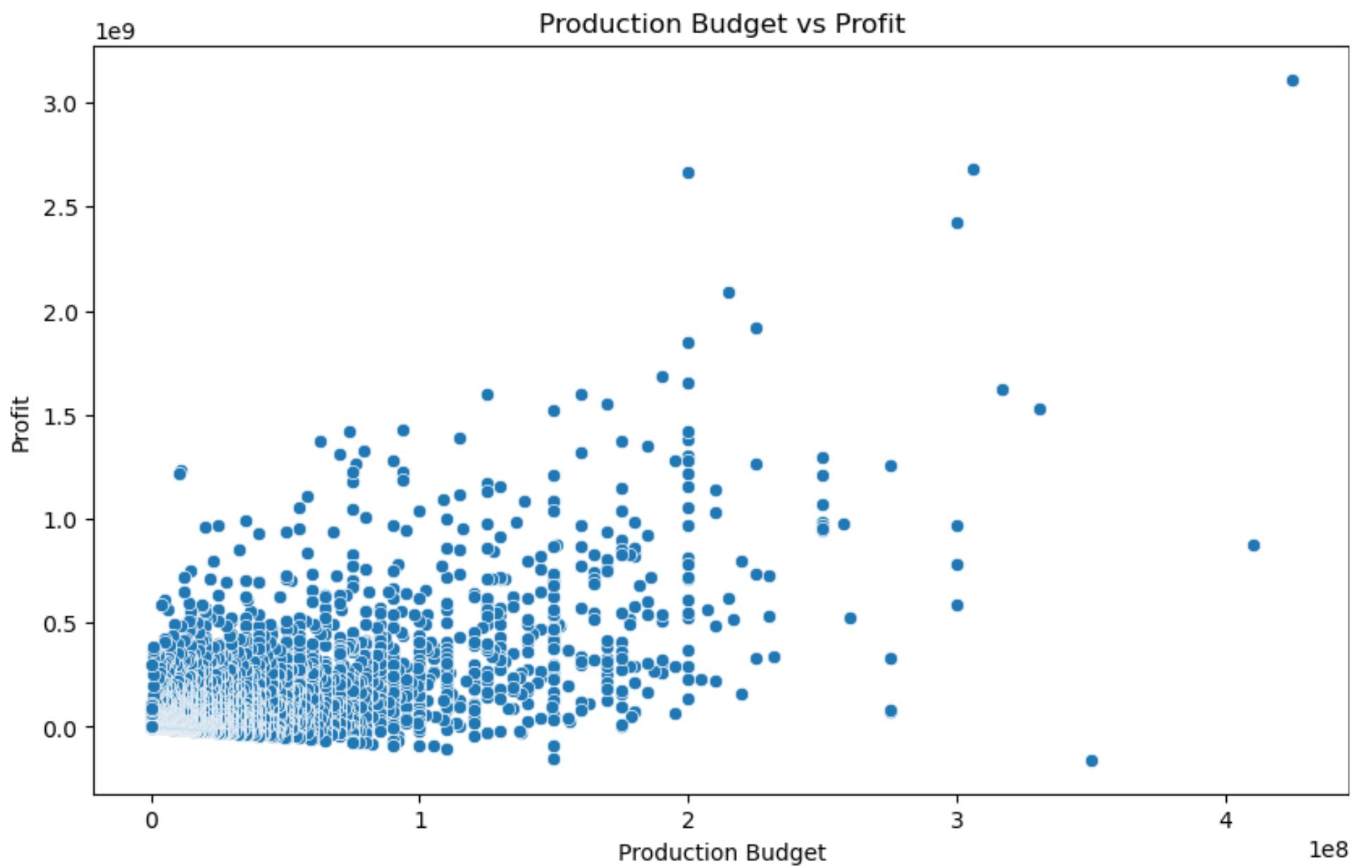


TREND IN PROFIT OVER THE YEARS



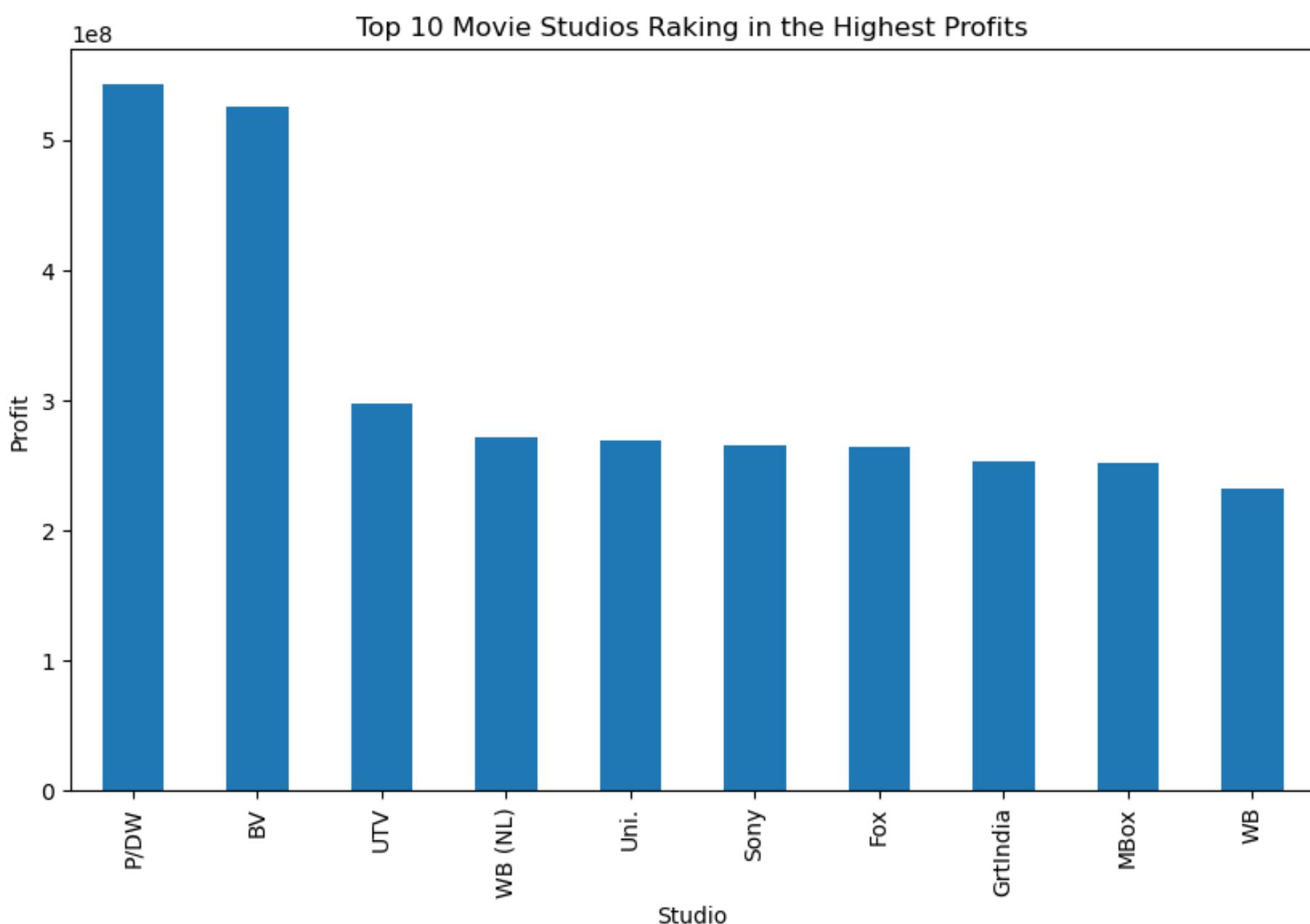
- The trend in the profit over the years shows that the profit has been increasing over the years.
- The profit has been increasing steadily from 2010 to 2018.
- The profit peaked in 2018 and has been decreasing since then.

PRODUCTION BUDGET VS PROFIT



- The scatter plot shows that there is a positive correlation between the production budget and the profit.
- As the production budget increases, the profit also increases.

TOP 10 MOVIE STUDIOS



- The bar chart shows how the top 10 studios have performed based on the profit of the movies.
- The studio with the highest profit is P/DW studio followed by BV and UTV.
- This indicates that the movies produced by P/DW studio have the highest profit.

RECOMMENDATIONS

Based on the findings from the analysis, the following recommendations are proposed for Microsoft's movie studio venture:

1. Content Strategy:

- Focus on producing movies in drama, comedy, action, adventure, animation, and sci-fi genres, as they have shown to be the most profitable.
- Consider the preferences of the target audience when selecting genres, as this can influence the success of the movie.
- Consider diversifying content to include genres with lower representation, such as documentary, to cater to niche audiences.

2. Release Strategy:

- Strategically plan movie releases to capitalize on peak months such as December, October, August and September when audience is high.
- Avoid releasing movies during low-performing months to maximize box office revenue.
- Analyze historical release patterns and audience preferences to optimize release dates for maximum exposure and box office success.

3. Partnerships and Investments:

- Explore partnerships or collaborations with successful studios like P/DW studio, BV and UTV to leverage their expertise and resources in movie production.
- Invest in content creation and talent acquisition strategies aligned with identified genre preferences and audience trends.

4. Data-Driven Decision Making

- Continuously monitor industry trends, box office performance metrics and audience preferences using data analytics to inform strategic decision making
- Adapt and iterate content strategies based on ongoing analysis and feedback to stay competitive and responsive to market dynamics

NEXT STEP

- Develop a detailed implementation plan outlining the steps required to execute the recommendations effectively.
- Define key milestones, timelines, and responsibilities to ensure smooth execution of the plan.



THANK YOU

Thank you for your attention and participation in this presentation. Should you have any questions or require further information, please feel free to reach out:

✉ Email: innocent.mbuvi@gmail.com

🌐 LinkedIn : www.linkedin.com/in/innocent-mbuvi-b49463168

