



# Microsoft Movie Studio Investment

---

MARTIN KITHOME:

# OUTLINE:

---

1. Business problem
2. Data
3. Methods
4. Results
5. Conclusion

# Business Problem:

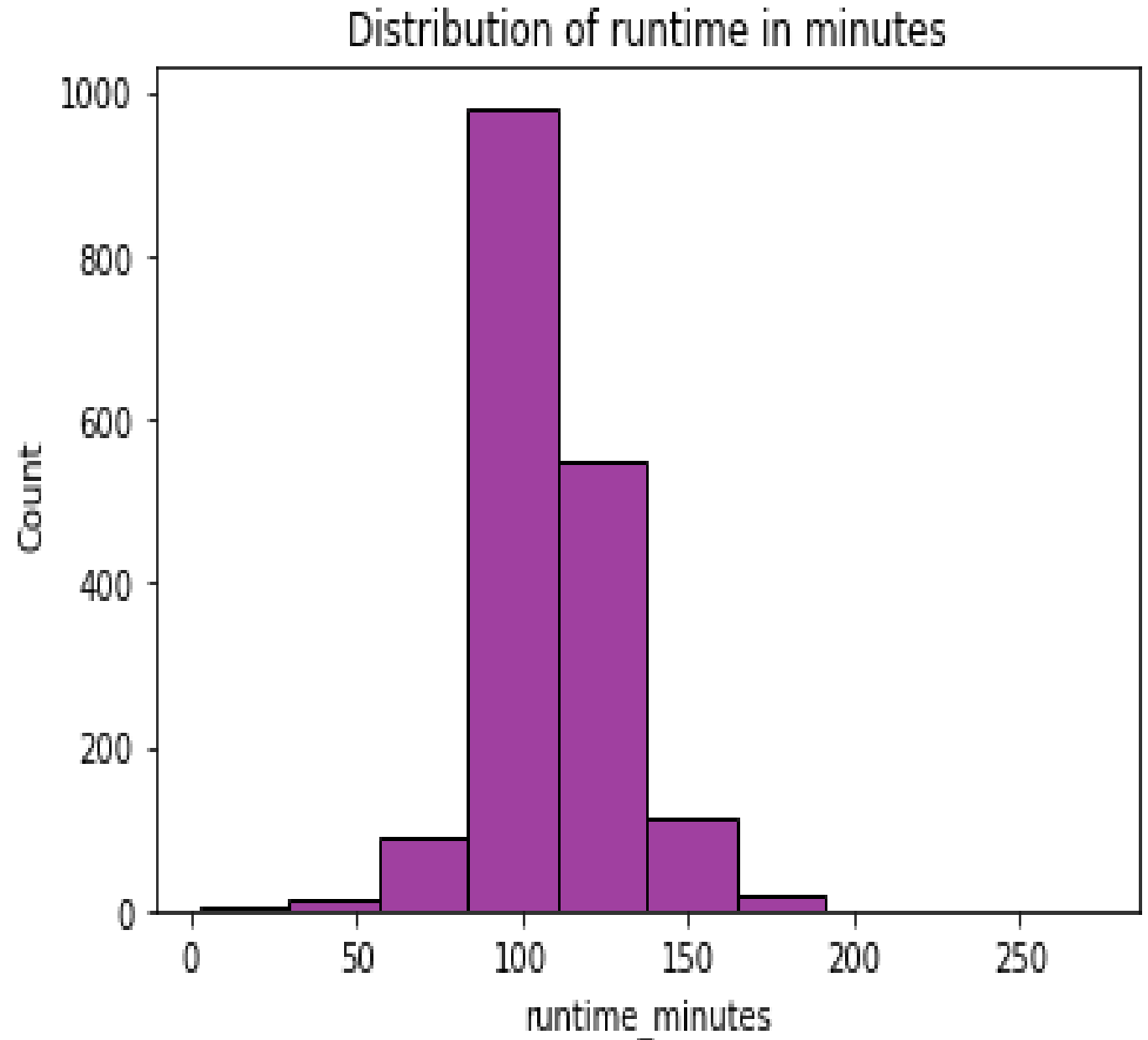
---

Inspired by the success of large businesses in this industry, Microsoft is eager to enter the realm of original video content creation. Since they lack filmmaking experience and are adamant on starting their own movie studio, they look for advice on the most commercially successful movie genres. My main responsibility as the designated analyst is to investigate current box office patterns and generate useful information for Microsoft's head of the movie studio. I want to offer the studio useful advice for choosing the future film projects by looking at the types of movies that are now succeeding in theaters.

## Methods:

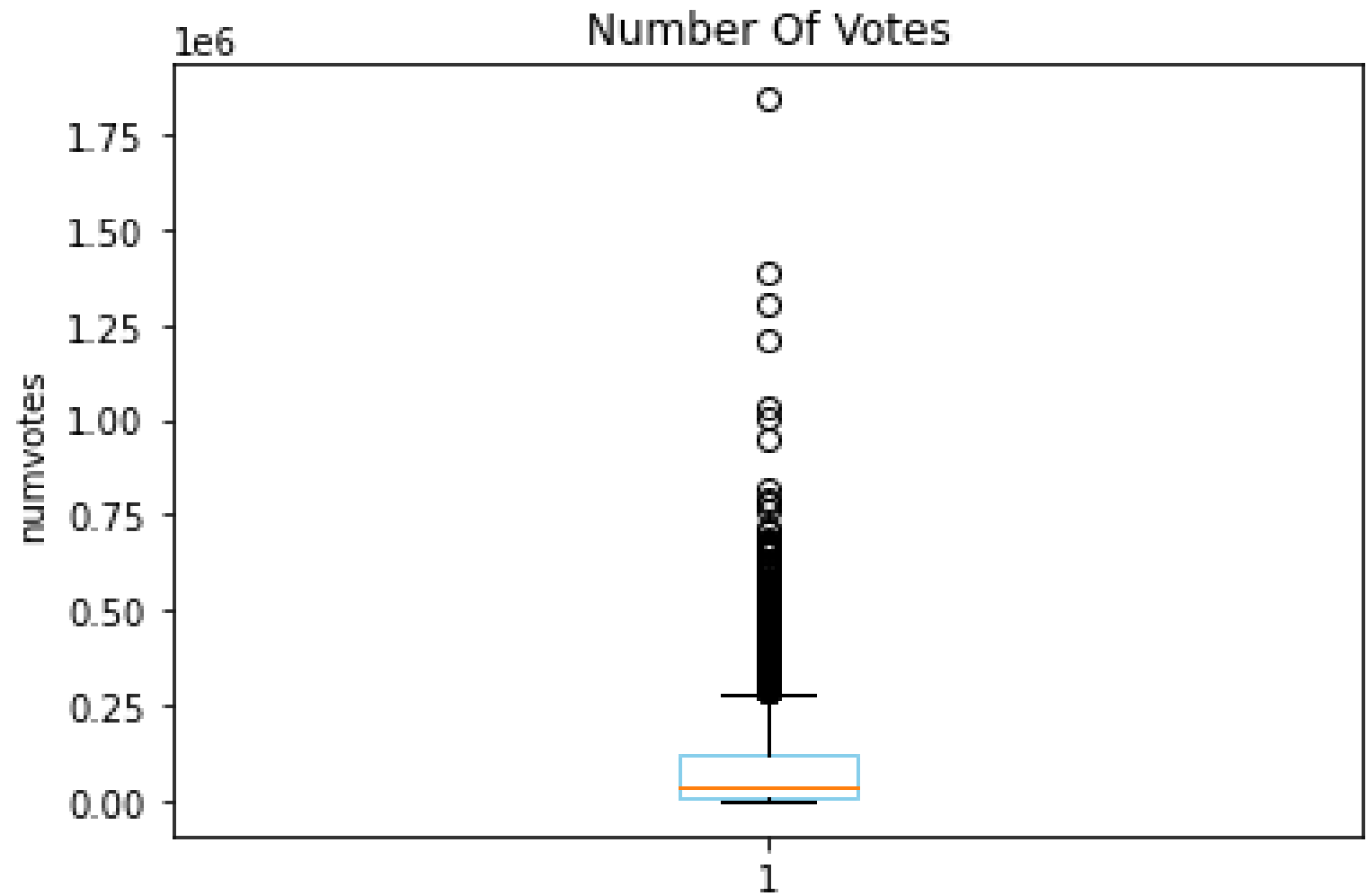
This project uses Exploratory Data Analysis including finding correlation between variables and grouping by genres.

Examples are bar graphs, histograms etc.



## Results:

The reason why some studios are more highly rated than others is because some are complex and multifaceted, and can vary based on the individual studio and film.



# Conclusion:

---

This project offers Microsoft a significant chance to get into the movie-making business and capitalize on the expanding market for unique video content. Microsoft can choose the right films to make by conducting a thorough investigation of the movie industry, which will help them run their new film studio successfully.