Microsoft Film Studio Analysis

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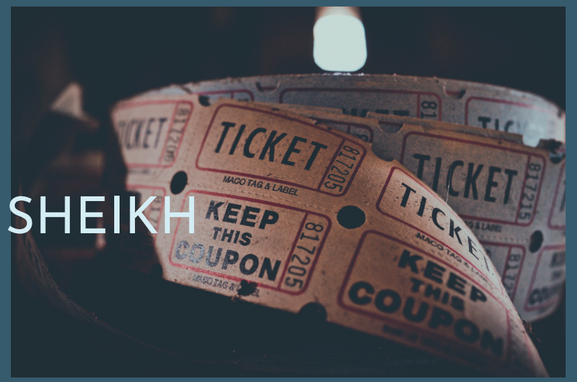
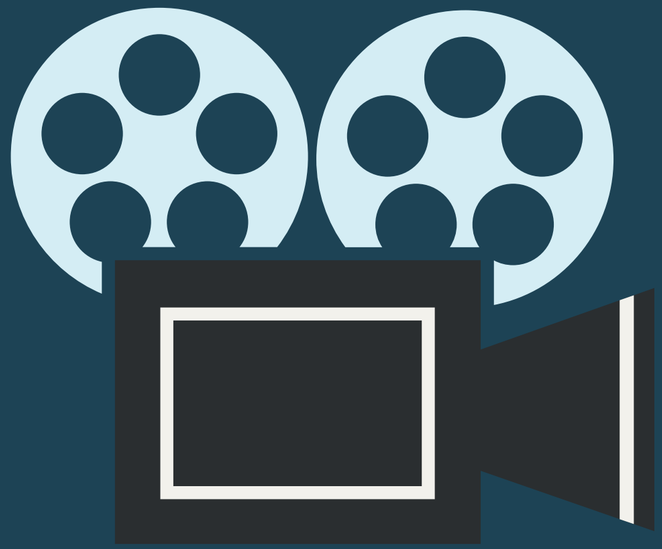
2ND NOVEMBER, 2023



OUTLINE

- Summary
- Business Problems
- Data Understanding and Methods
- Results
- Conclusion



SUMMARY

This presentation is a guide that involves analyzing and documenting types of films that are performing well at the box office which will be translated into recommendations for film genres Microsoft should create

Business problems

1

Competitive Landscape

Existing studios have influence over the industry

2

Talent Acquisition

Looking for top talent including; production team, crew, actors and writers

3

Audience Engagement

Understanding and engaging with diverse audience expectations/requirements

4

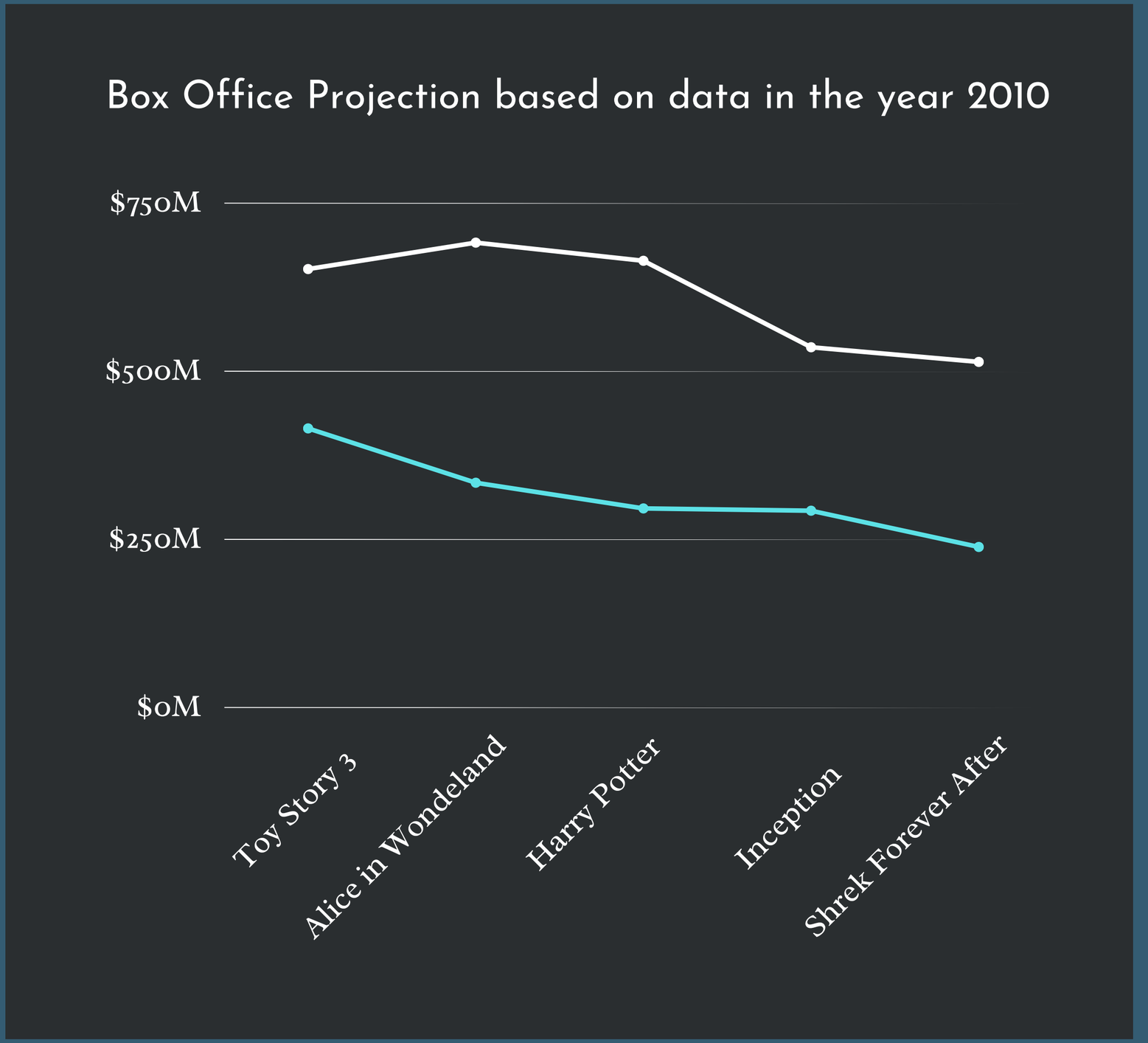
Technology Advancements

Including special effects etc. to stay competitive

Data Understanding and Methods

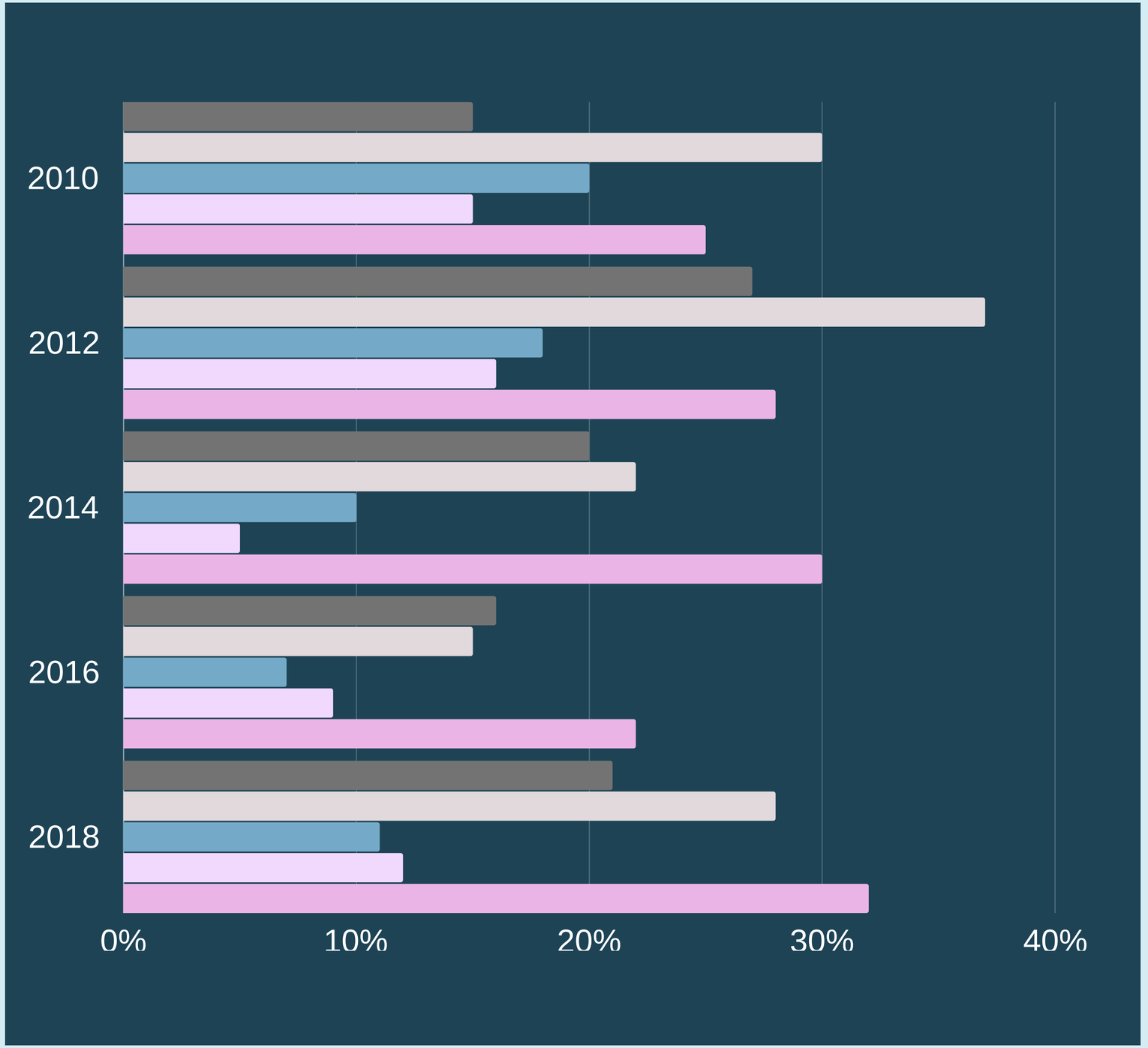
Domestic and Foreign theatrical gross summary for 2010

Includes the top five movie titles of 2010



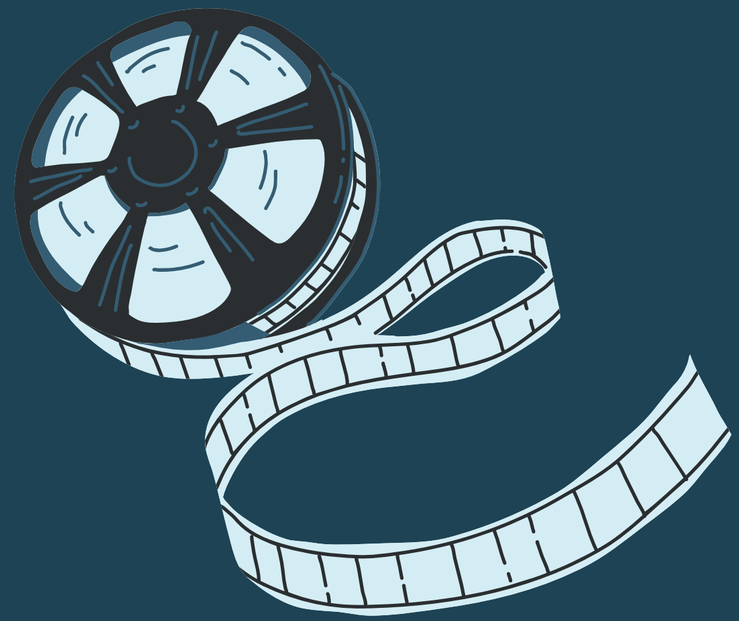
Results

Market Share for some of the Movie Genres 2010-2018



CONCLUSION

Based on the visual representations, it is clear that there is a demand for various genres. By creating a diverse range of films that resonate with the audience, the new movie studio could make a huge impact in the industry and capture the attention of those who find comfort in movies.



Let's Talk

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