

# Microsoft Film Studio Analysis



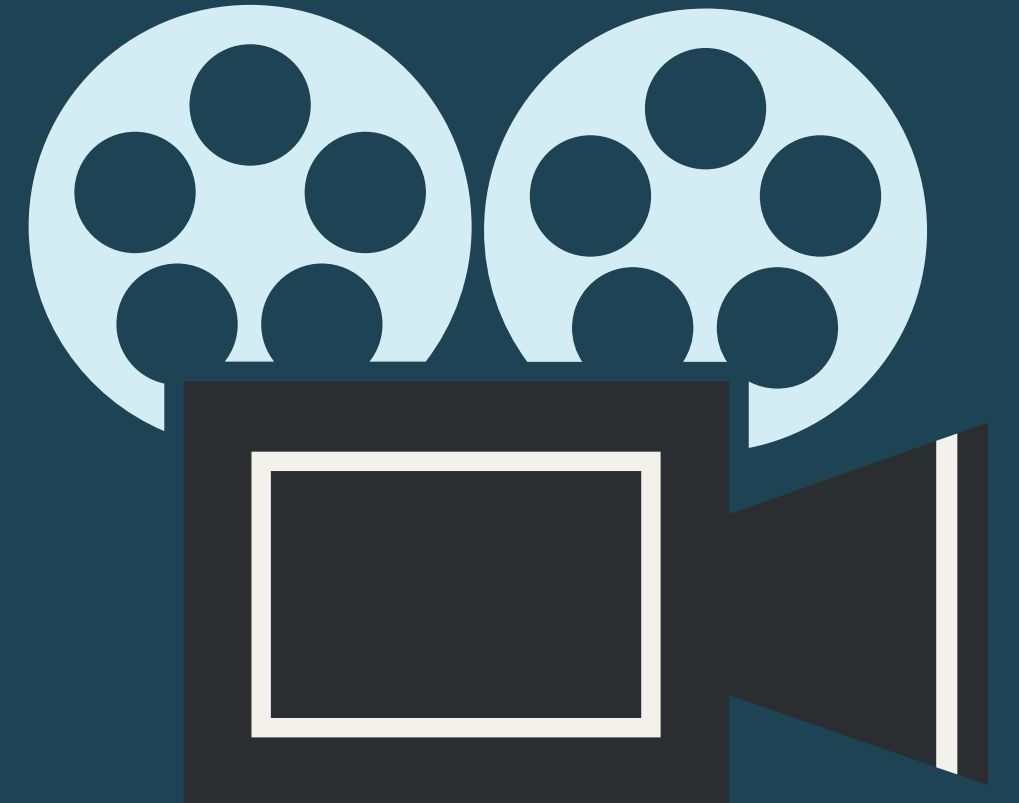
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# FilmTech Productions Analysis

## 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***

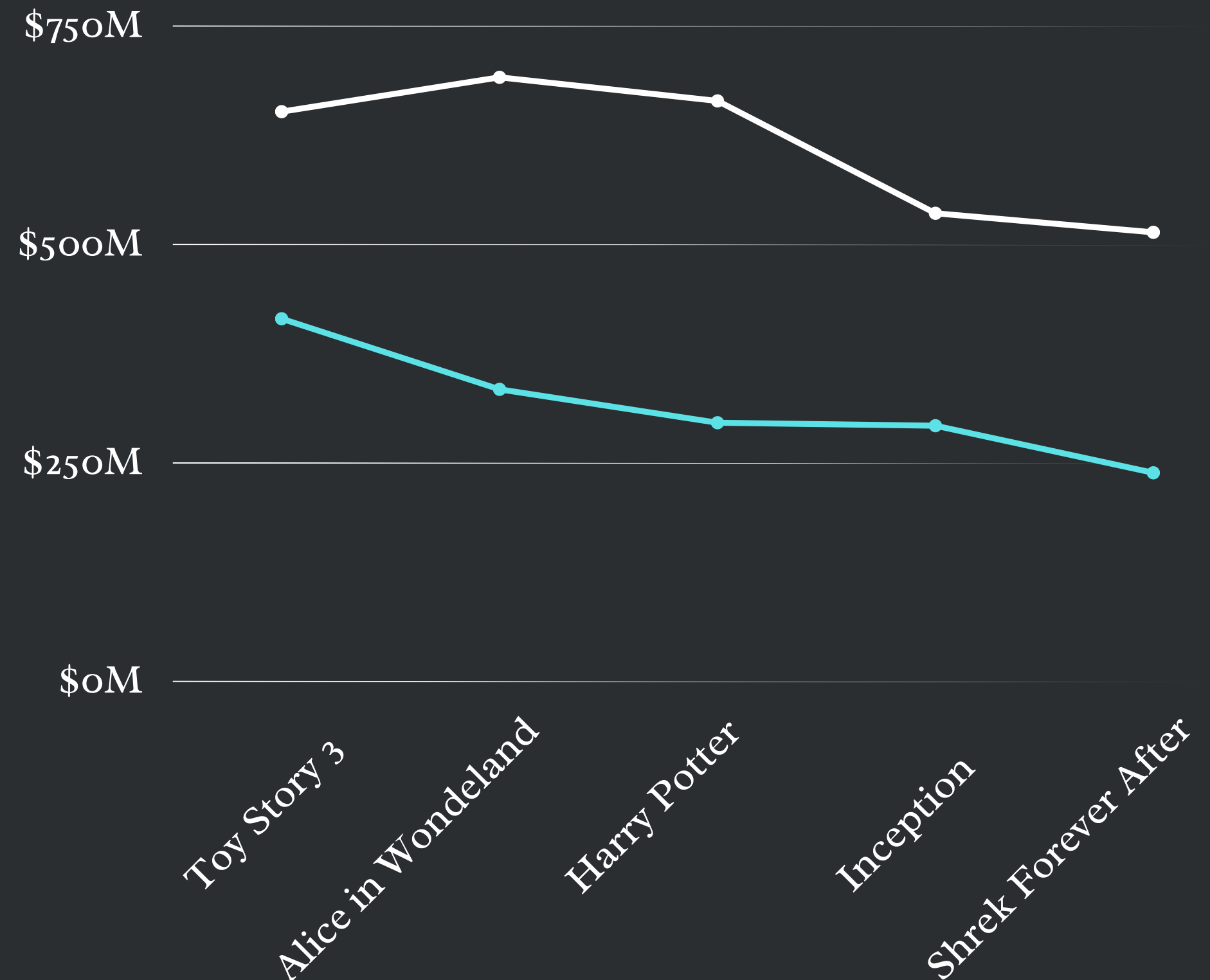
Including special effects etc. to stay competitive

## Data Understanding and Methods

# Domestic and Foreign theatrical gross summary for 2010

Includes the top five  
movie titles of 2010

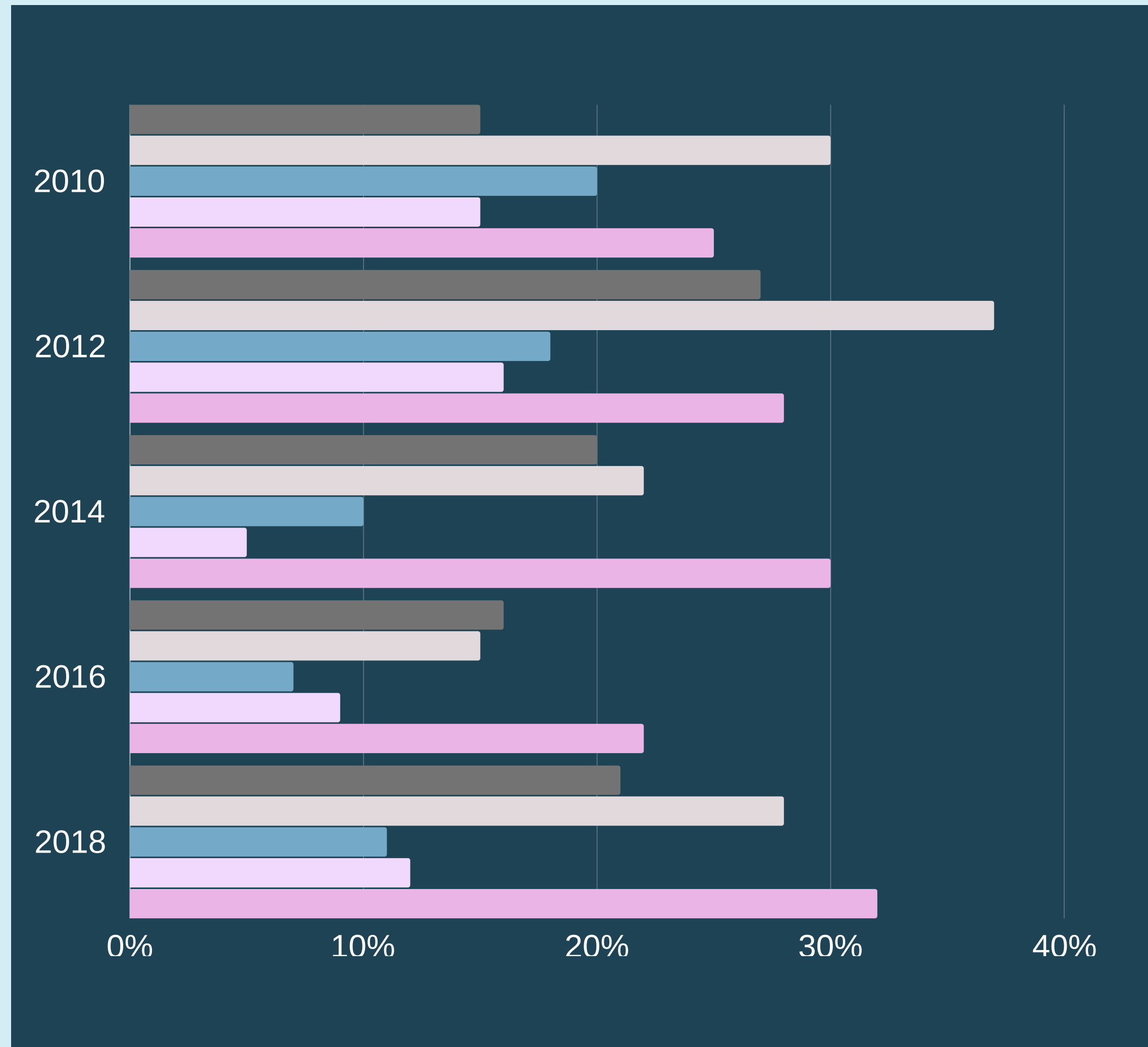
Box Office Projection based on data in the year 2010



# Results

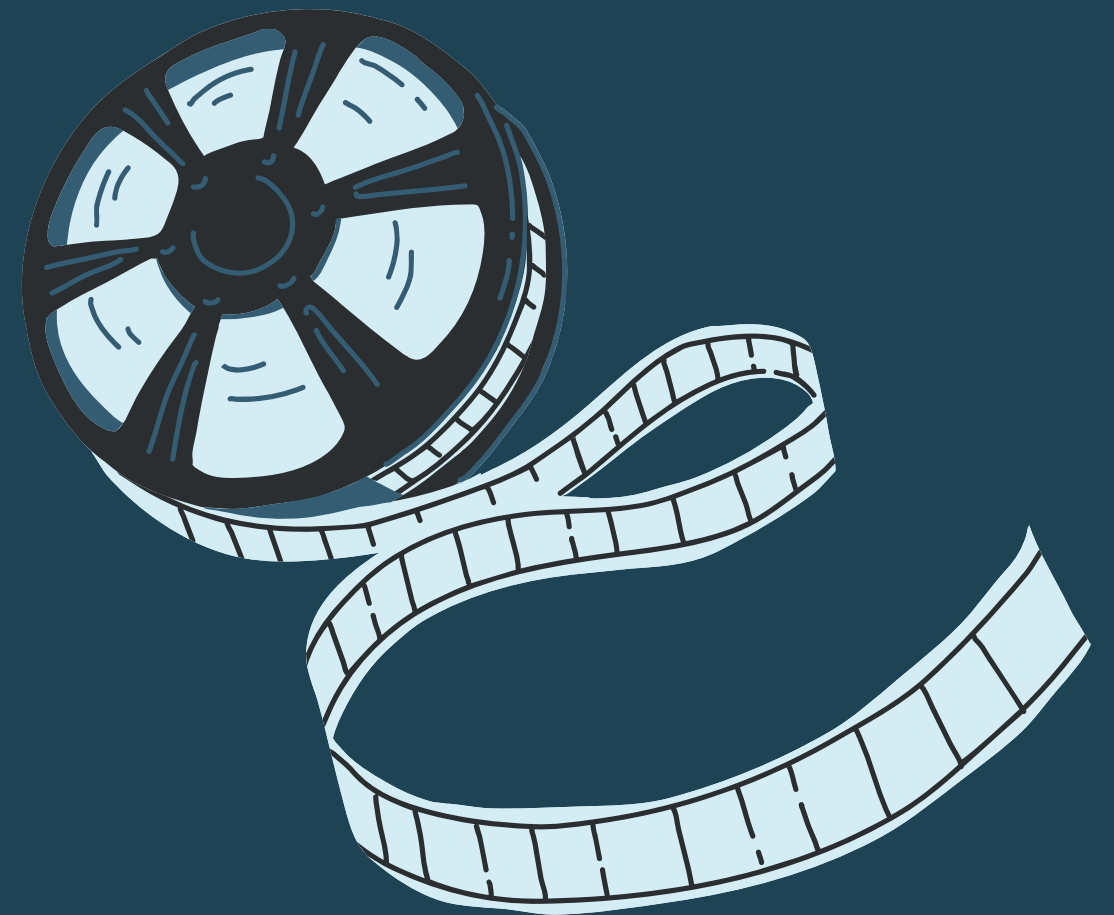
## Market Share for some of the Movie Genres 2010-2018

- action
- crime
- drama
- comedy
- documentary



# 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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