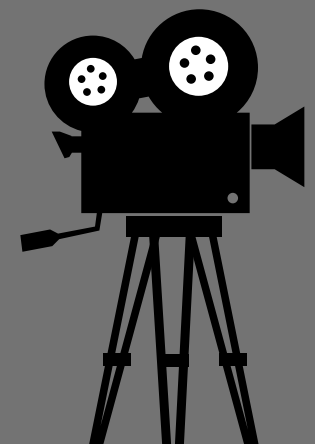
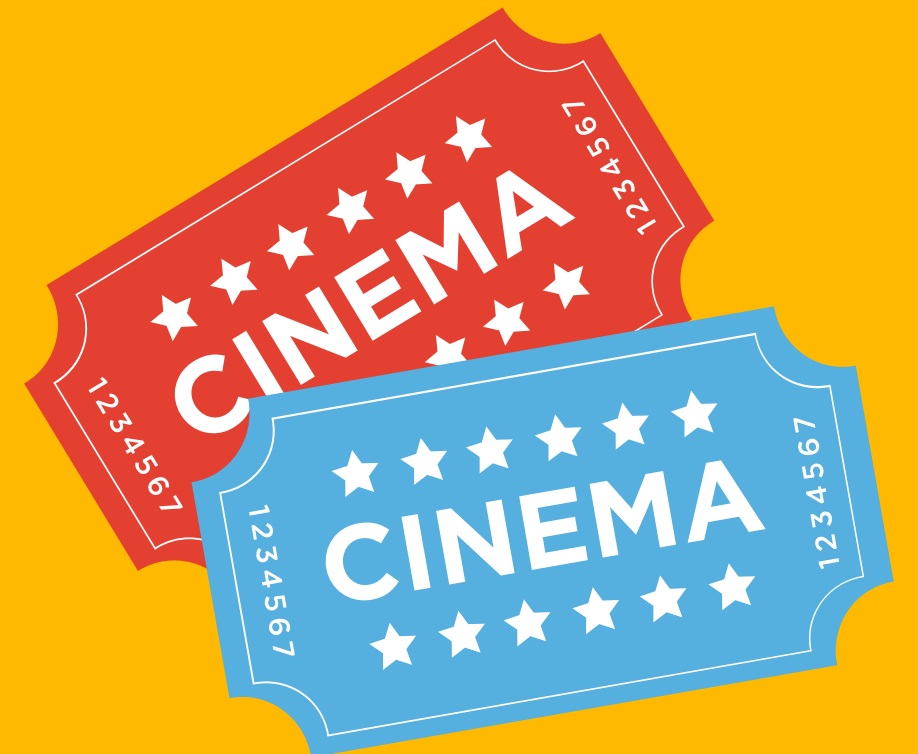
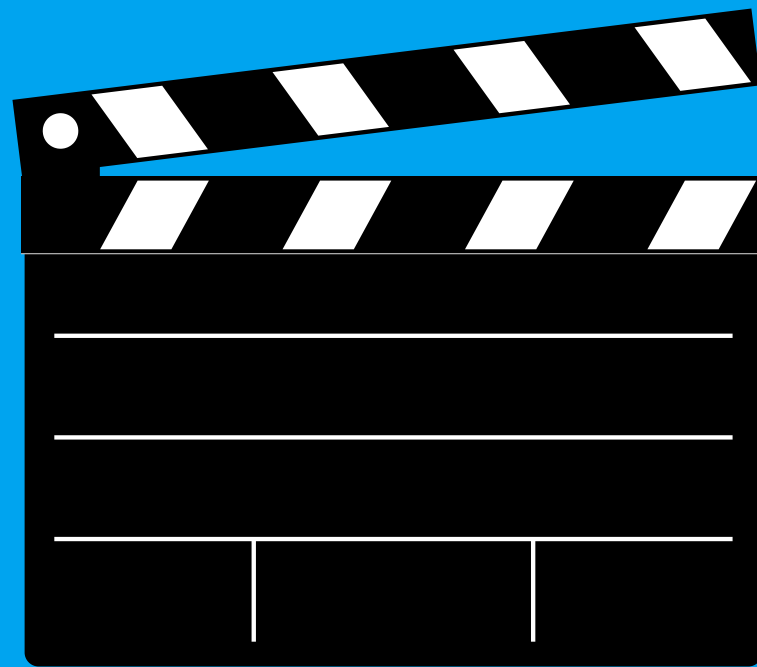


MICROSOFT CAN'T MAKE MOVIES?!

OR CAN THEY?



Onesphoro M. Kibunja
16th April 2023



INTRODUCTION

Microsoft –a company in the technology and software sector estimated to be worth \$1785 billion– is thinking about venturing into movie-making.

They are known for being a dominant force in whatever sector they branch into and want to ensure this would be the case in Movies too.

BUSSINES PROBLEM

Is there money to be made in movie making?

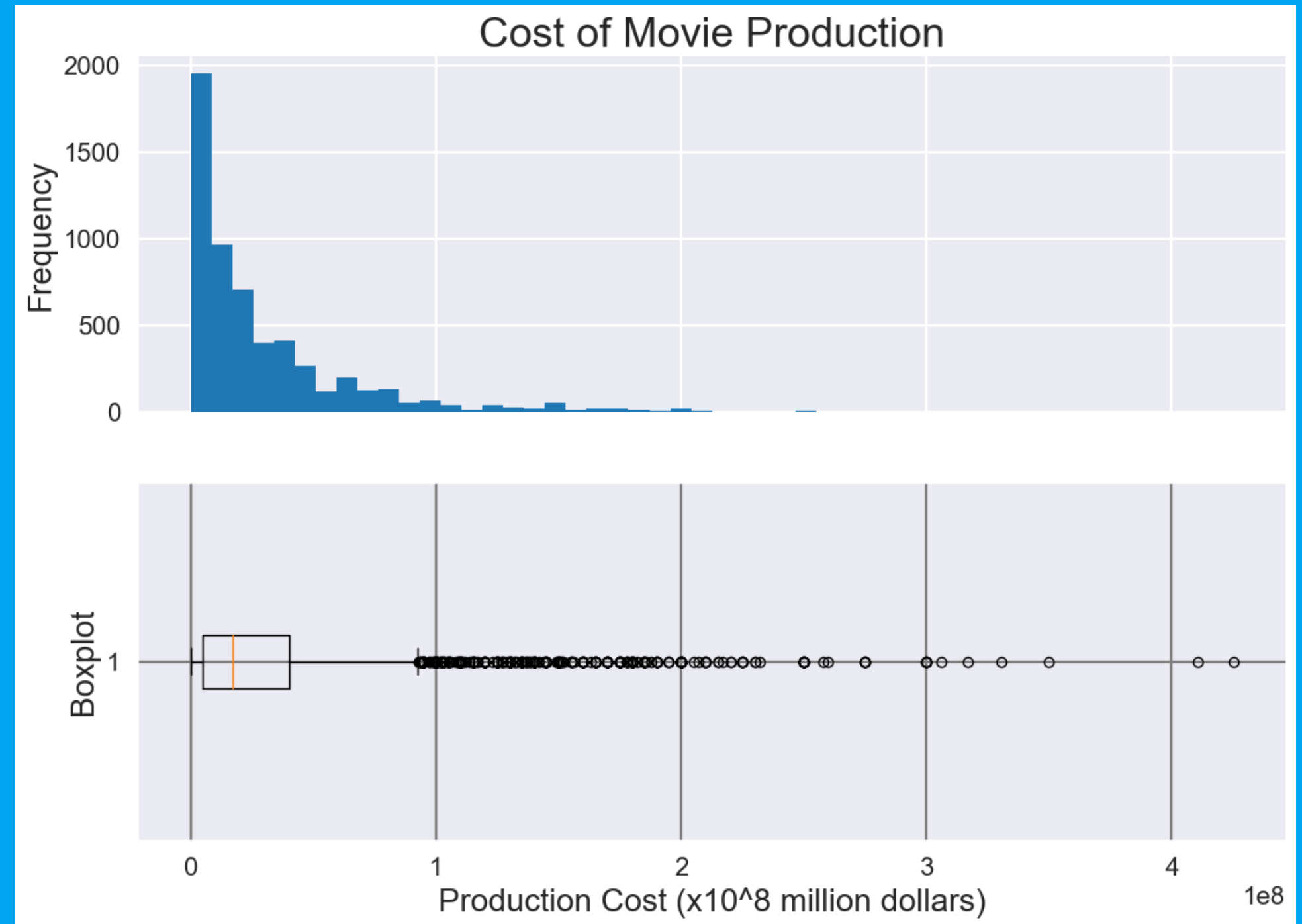
Is the movie-making sector big enough to ensure profits that can benefit a billion-dollar company?

What kind of movies should Microsoft look to make to ensure it has high earnings?

DATA

The average cost of movie production is around **\$31,500,000**.

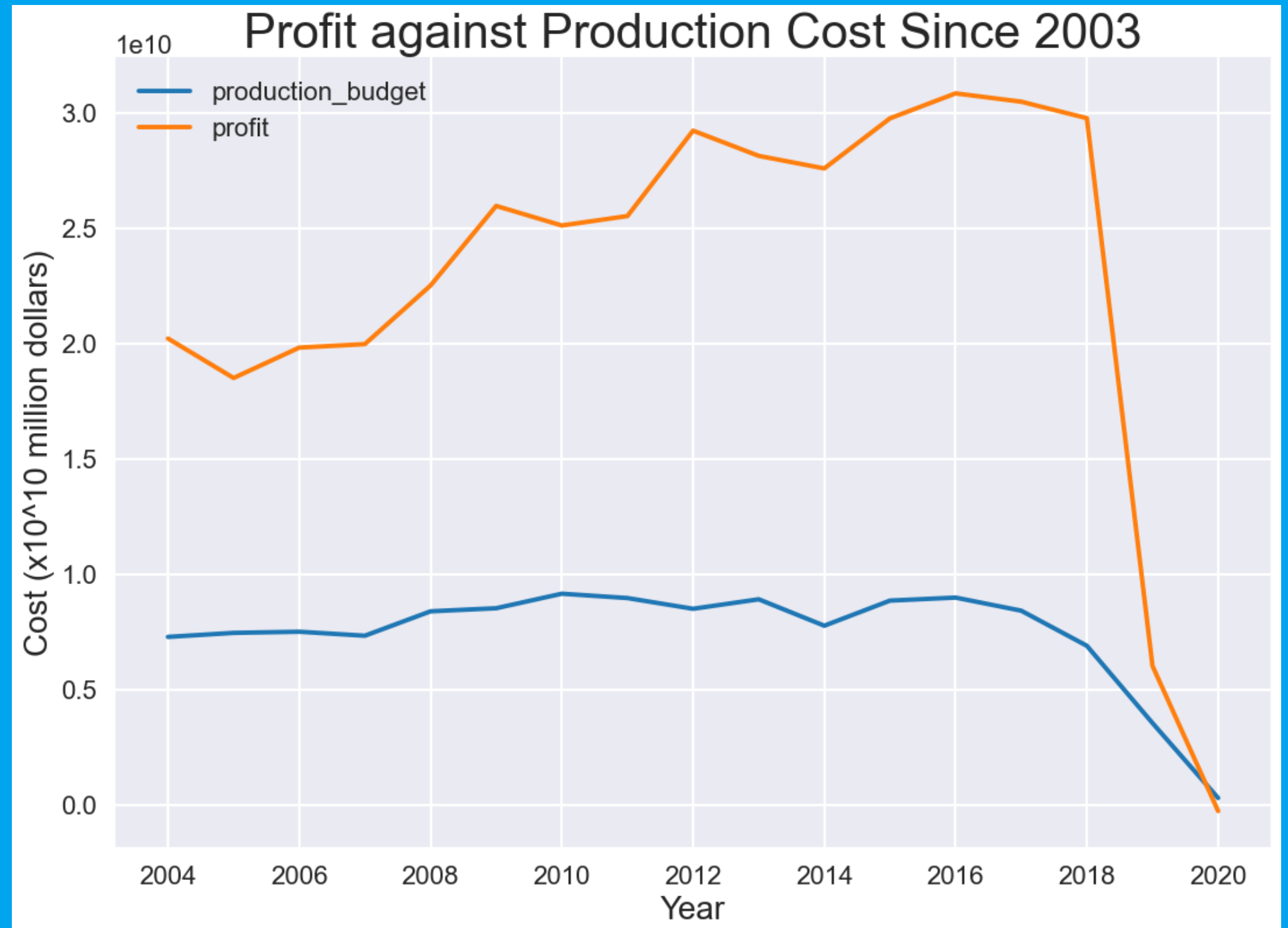
Despite a large number of outliers most movies since 1940 have cost around this much to produce.



Profits and production costs of movies. Large profits were being made.

The average profit was **\$22 billion**

The spiral, in the end, is due to the COVID-19 breakout that hit the industry hard.



These are the top-earning movie studios

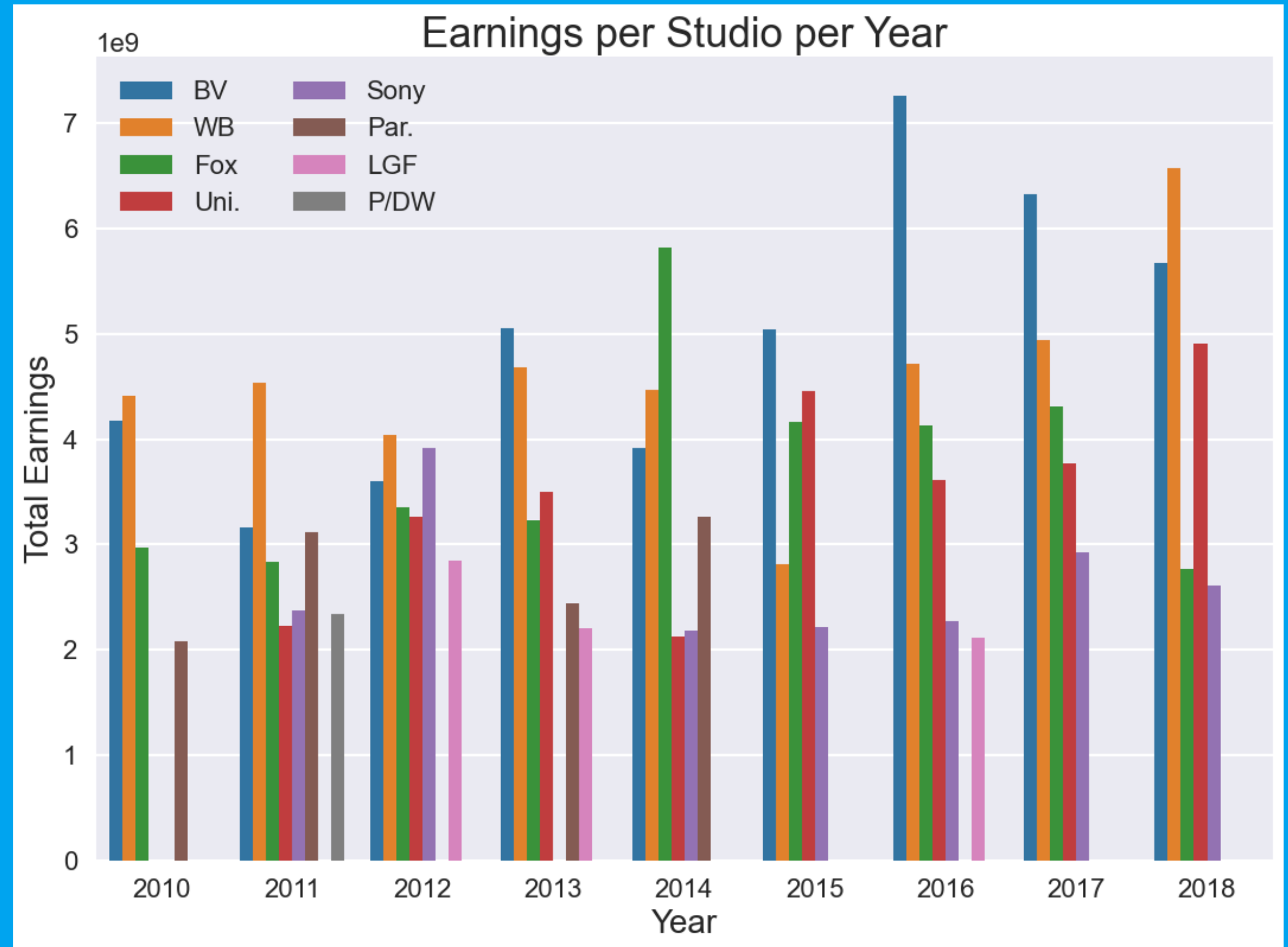
The top 2 **Buena Vista** and **Warner brothers** earned an upside of **\$40,000,000,000** in an 8-year period.

This is **\$5,000,000,000** a year.



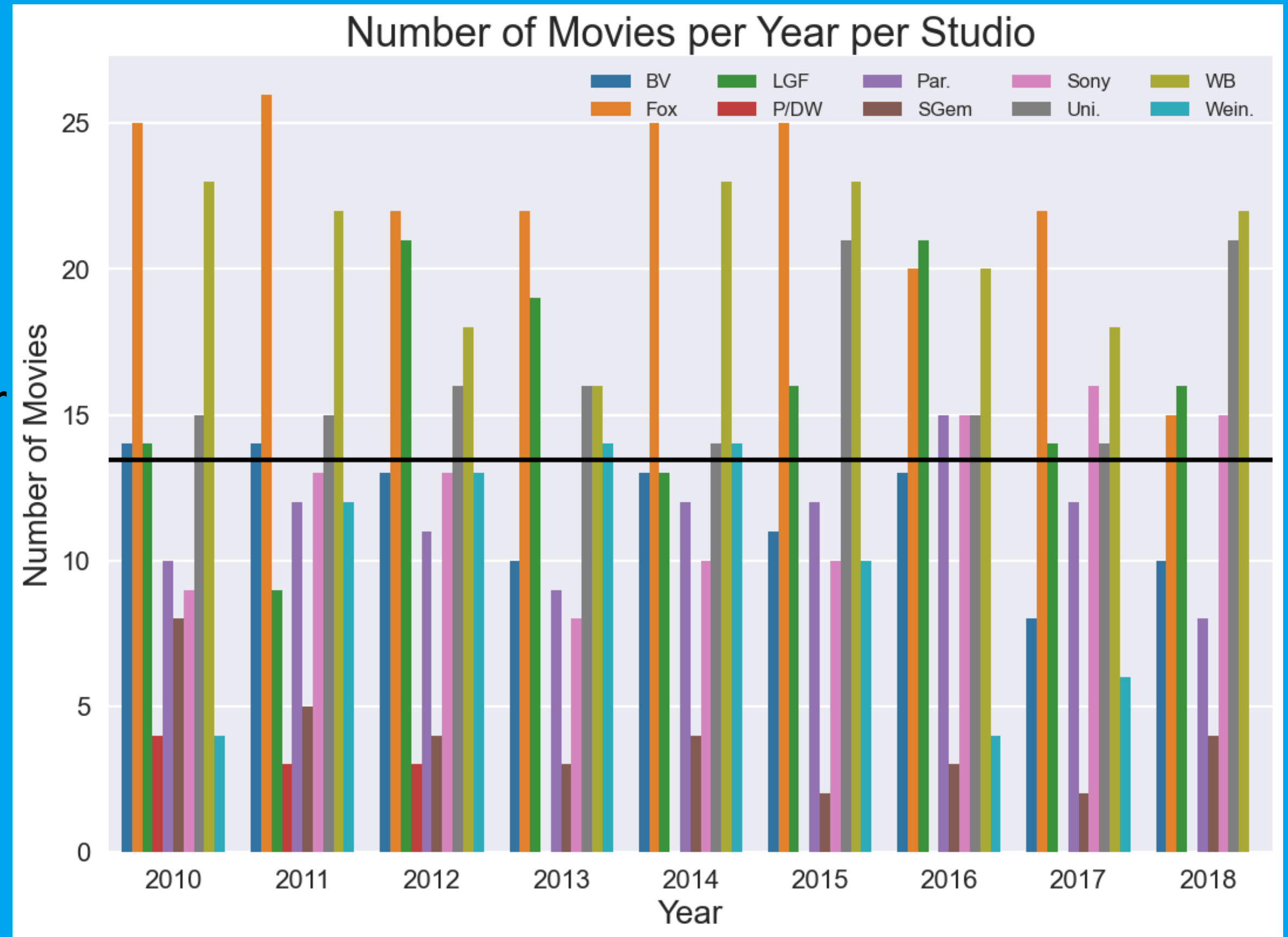
The individual earnings of each of the top studios per year.

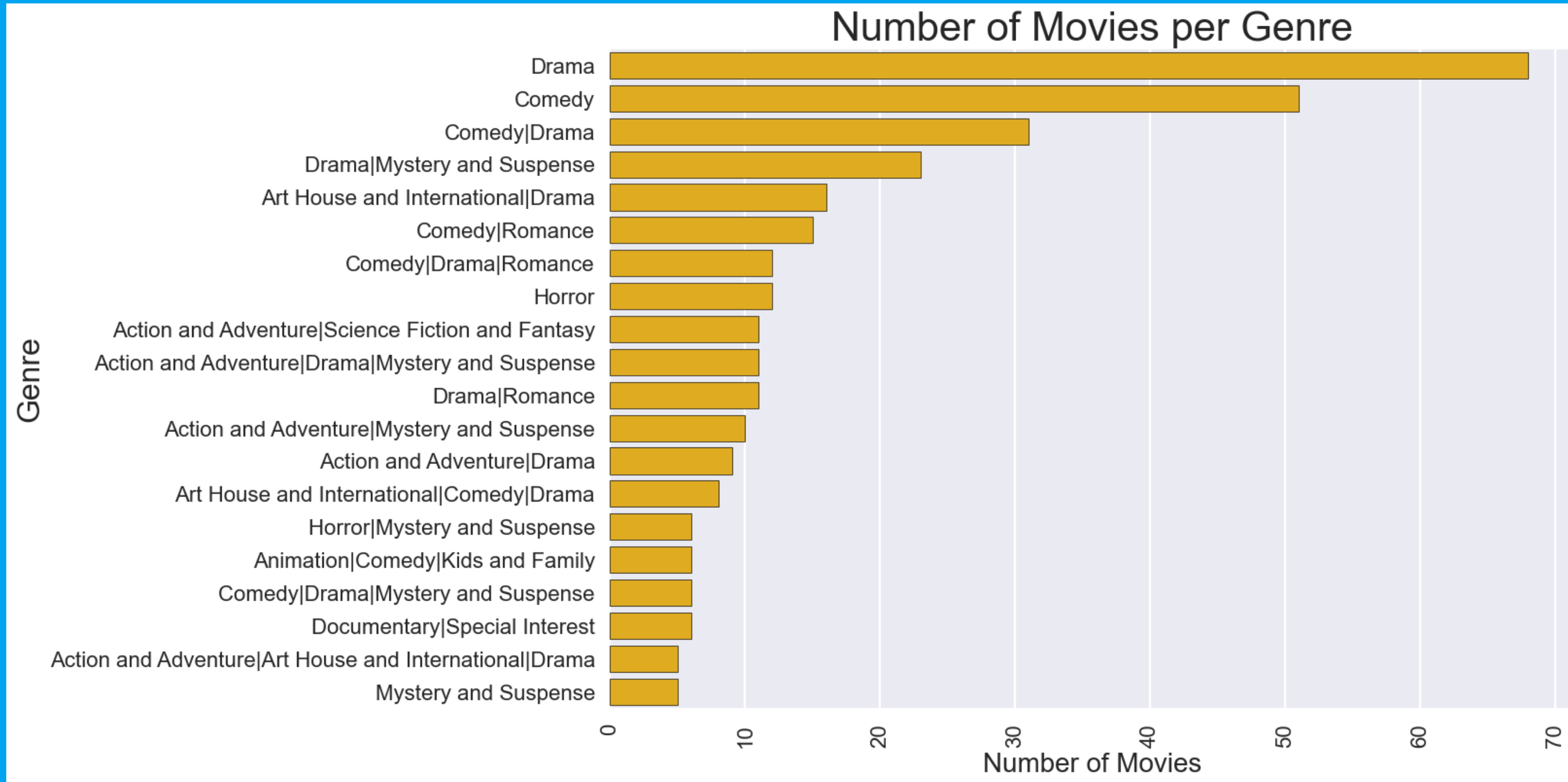
This is where Microsoft will aim to be



The number of movies
the top studios
produce per year over
an 8-year period.

The average is **13**
movies a year

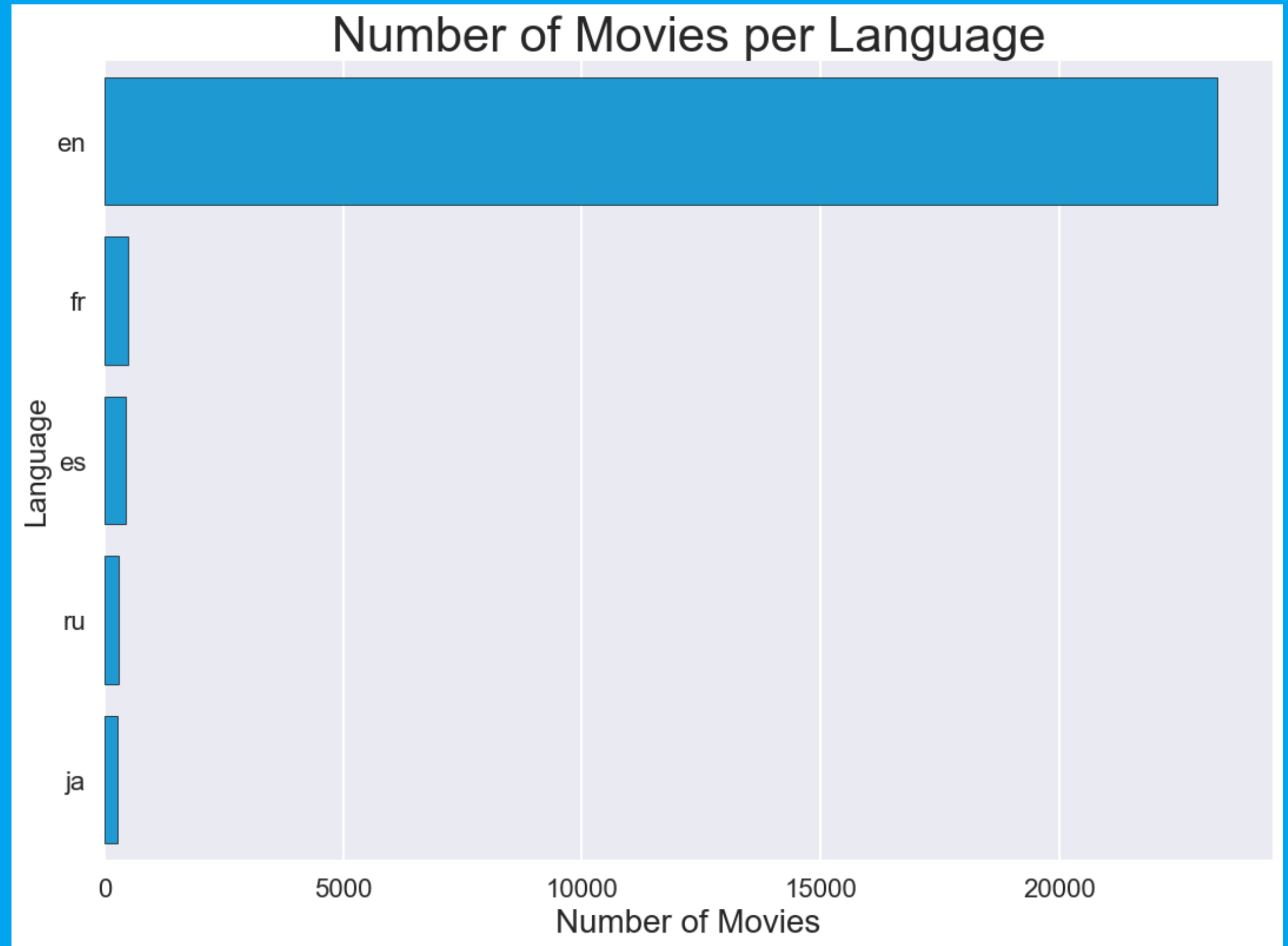




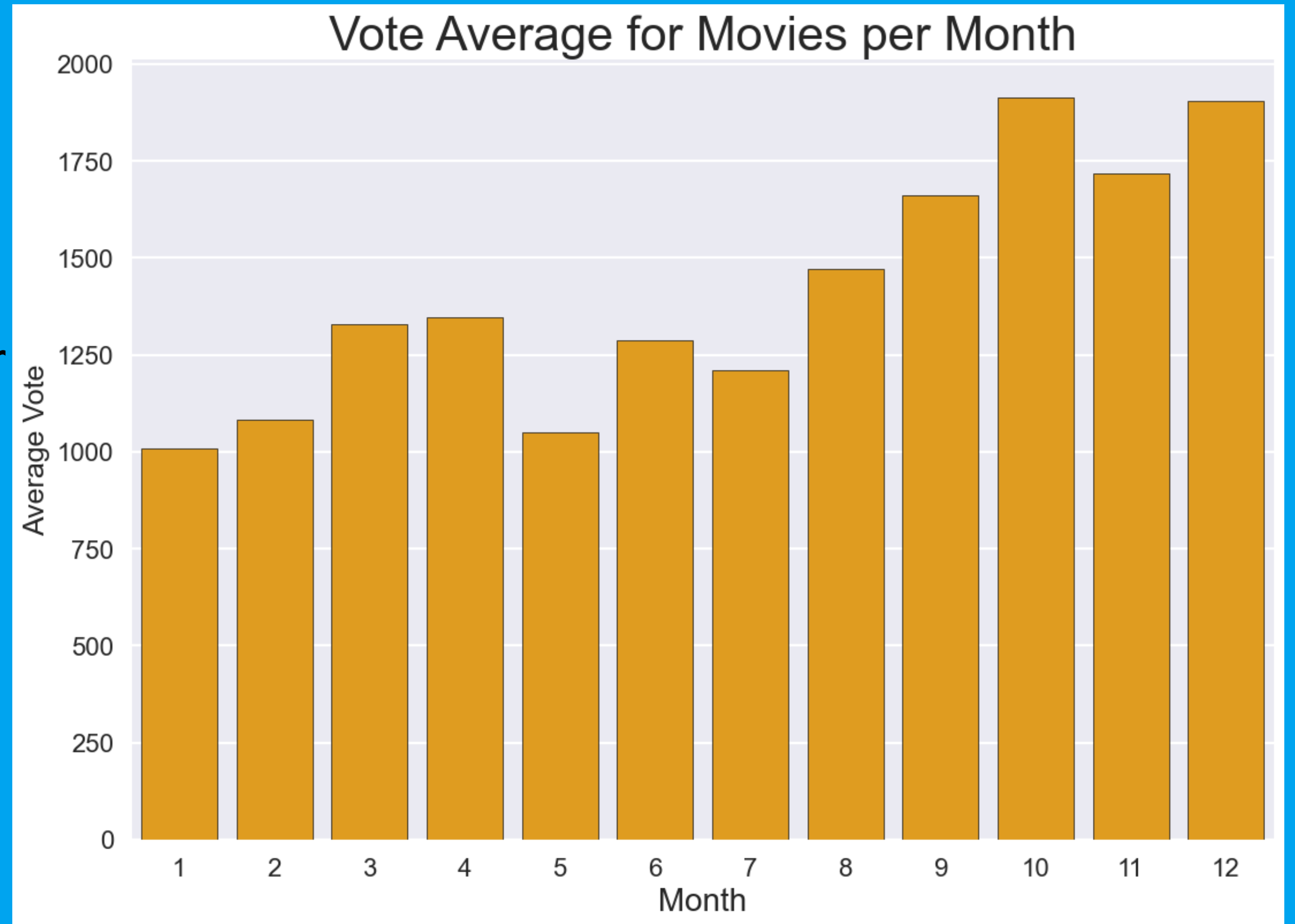
These are the most common genres of movies released

Most popular movies
are released in
English.

It also shows a
market gap that can
be exploited.
Representing all
these other
languages would be
a positive.



Movies released later in the year, tend to have a higher rating from movie-goers.



CONCLUSIONS

YES, there is money to be made in the movie sector.

YES, the sector is big enough to ensure profits that can entice a billion-dollar company. The average profit is **\$22 billion**.

13 movies released late into the year in the following genres: **Drama, Comedy, Drama Mystery, Comedy Romance** and **Horror** will increase the chances of movies having more earnings.

NEXT STEPS

Further analyses should be carried out to find out:

- What directors and actors, increase the chances of a movie being a success.**
- The correlation between a movie's production cost and its popularity.**
- Predicting the most likely challenges to be faced when setting up.**

THANK YOU!

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