

**NAVIGATING THE FILM INDUSTRY:
GUIDING MICROSOFT'S MOVIE
STUDIO VISION**

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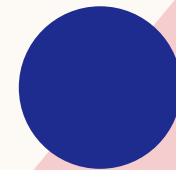
AGENDA

Introduction

Analysis

Recommendation

Summary



INTRODUCTION

Microsoft aims to enter the realm of original video content with the creation of a new movie studio.

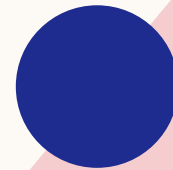
To navigate this uncharted territory effectively, data-driven insights are crucial.

This presentation embarks on an exploration of the current box office trends, seeking to uncover the types of films that are thriving.

The objective is to provide actionable insights for Microsoft's new movie studio, facilitating informed decisions.

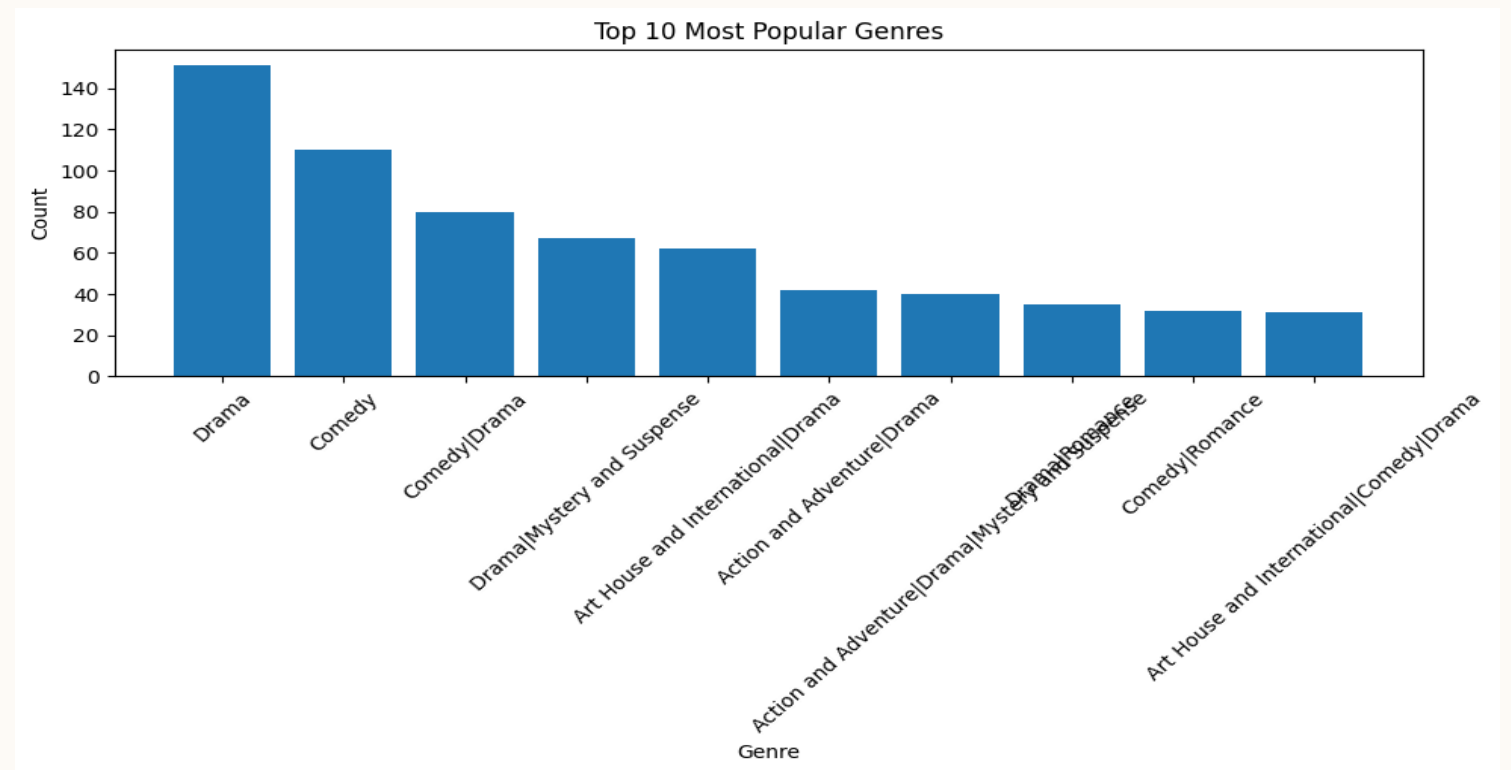
By harnessing the power of data analysis, this presentation aims to guide the studio's strategy, enabling the creation of films that captivate audiences and achieve box office success in a competitive industry.

ANALYSIS



Genre Popularity

The study identified drama and comedy films as the most popular film genres



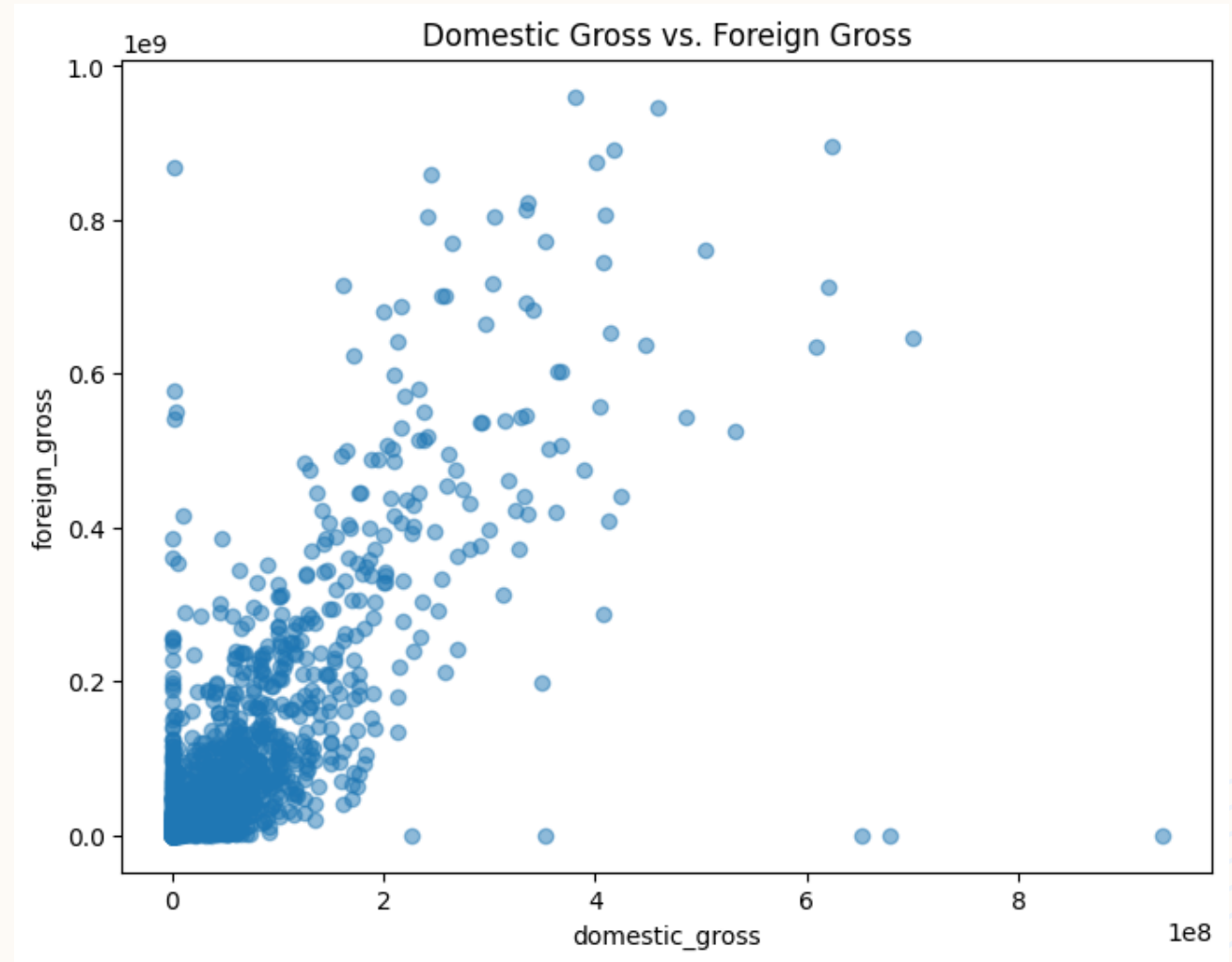
HIGH GROSSING STUDIOS

The analysis also pinpointed Buena Vista, Universal Pictures, Warner Bros., 20th Century Fox, and Sony as the top studios excelling in both domestic and foreign box office gross

Studio	Domestic Gross	Foreign Gross
BV	18396530000	2.5793850000
Uni.	12892040000	16854770000
WB	12123600000	18667900000
FOX	10924500000	20055870000
Sony	8.459479000	13945350000

DOMESTIC GROSS VS. FOREIGN GROSS

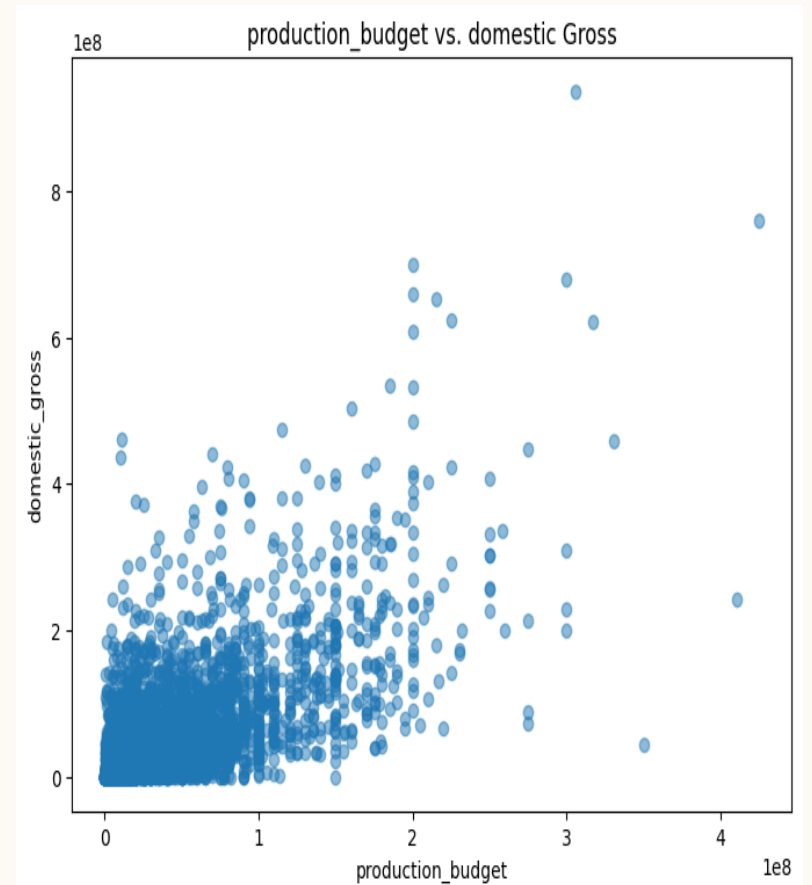
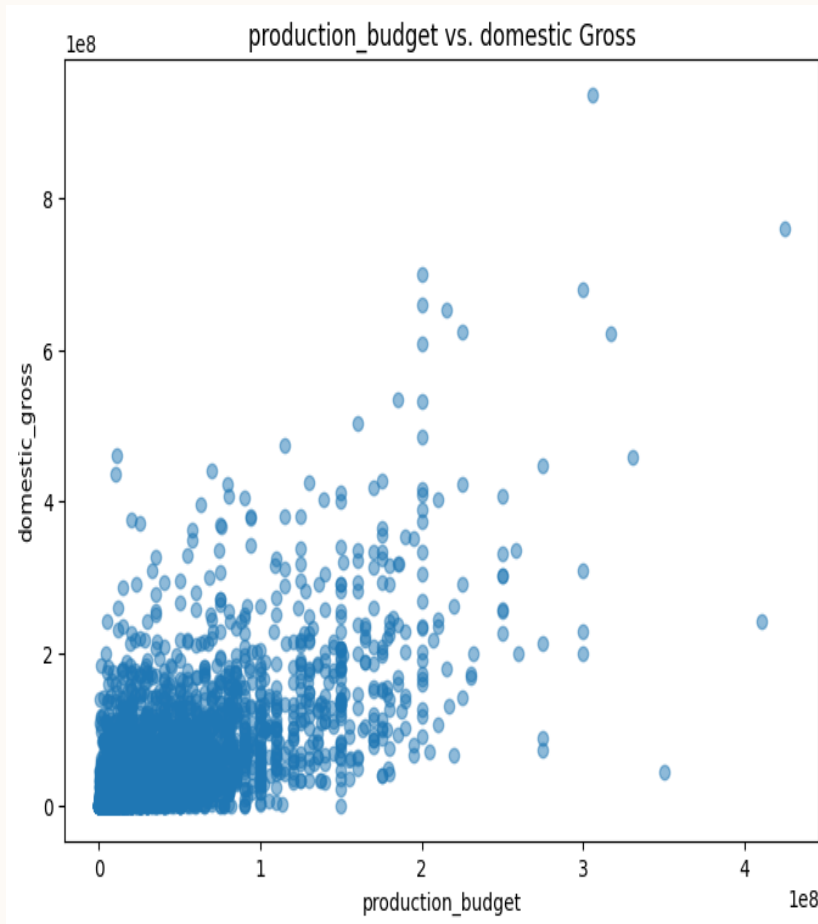
Furthermore, the analysis found a strong positive correlation was observed between domestic and foreign gross in the analysis ($r=0.768$), indicating that higher domestic earnings are associated with increased foreign revenue for top studios.



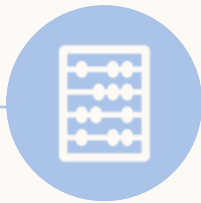
Production Budgets

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The study revealed a strong positive correlation between a movie's domestic gross and its production budget ($r=0.686$), as well as a similar positive relationship between worldwide gross and production budget ($r=0.748$). This significant correlation suggests that investing more in a movie's production budget is likely to result in higher earnings, both in the domestic and international markets.



RECOMMENDATIONS



GENRE AND STUDIO ANALYSIS

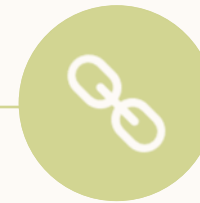
Learning from top studios' strategies is essential for Microsoft to compete effectively, secure market share, and establish itself as a major player in the film industry

Enrich Microsoft's studio line-up with more drama and comedy films to capitalize on their popularity and audience appeal



LEVERAGING DOMESTIC SUCCESS FOR GLOBAL FILM MARKET PENETRATION.

Microsoft's studios focus on prioritizing domestic box office performance, marketing, and audience engagement which serves as an effective launchpad for expanding its footprint in international markets.



STRATEGIC BUDGET ALLOCATION IN FILMMAKING

Microsoft Studios should consider allocating higher budgets to their film productions.

This strategic investment in production budgets can lead to increased profitability and a more competitive position in the film industry.

SUMMARY

In our analysis, we've uncovered key insights. Microsoft Studio should allocate higher budgets, prioritize drama and comedy genres for their creative and financial potential, and learn from top-performing studios. This strategic approach positions Microsoft to compete effectively, achieve global recognition, and secure a significant market share in the film industry.

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THANK YOU