



MICROSOFT MOVIE STUDIO

FILM BUSINESS

Movie business is extremely diverse owing to the many genres there are, not forgetting the joint-genres.

It is, therefore, very necessary to venture into the business with as much insights as possible.

Microsoft definitely has plenty of money to jump in on the big budget movies immediately and given they have an existing brand that is very valuable, I want to present a balanced approach that considers ROI, total profit, and also "quality".



BUSINESS UNDERSTANDING

The goal for any business is to make profits. For this particular business, it would be to make profits and make successful movies.

Movie making is profitable as more movies make money than those that make losses. From the data we shall go through we shall see this and also see that a movie could get even up to 500% profits.

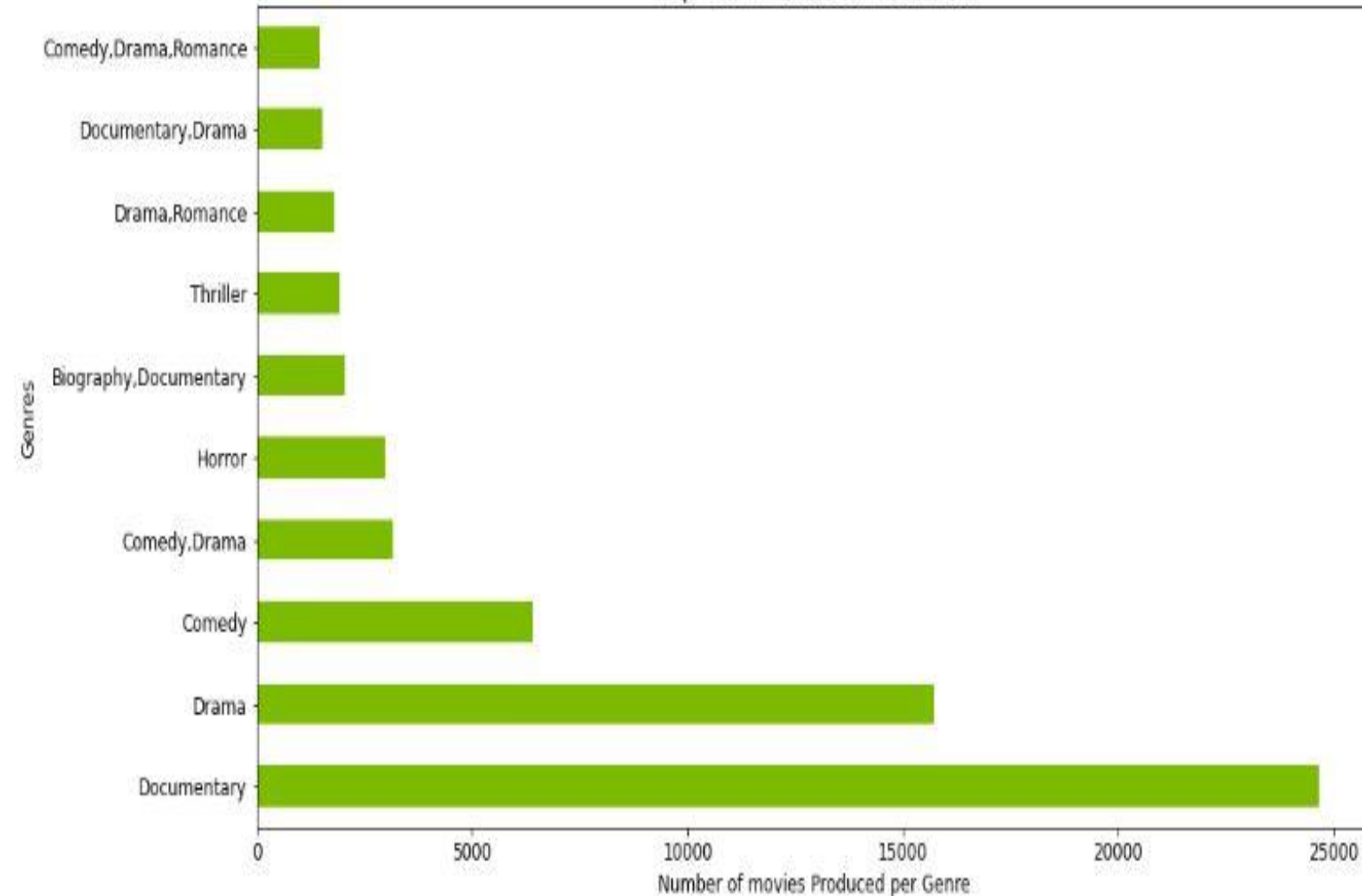
An informed choice of movie genres to be produced will greatly help for the studio to gain traction from the get-go.

Lets get into it, shall we!



GENRE RATE OF PRODUCTION

Top 10 Produced Genres

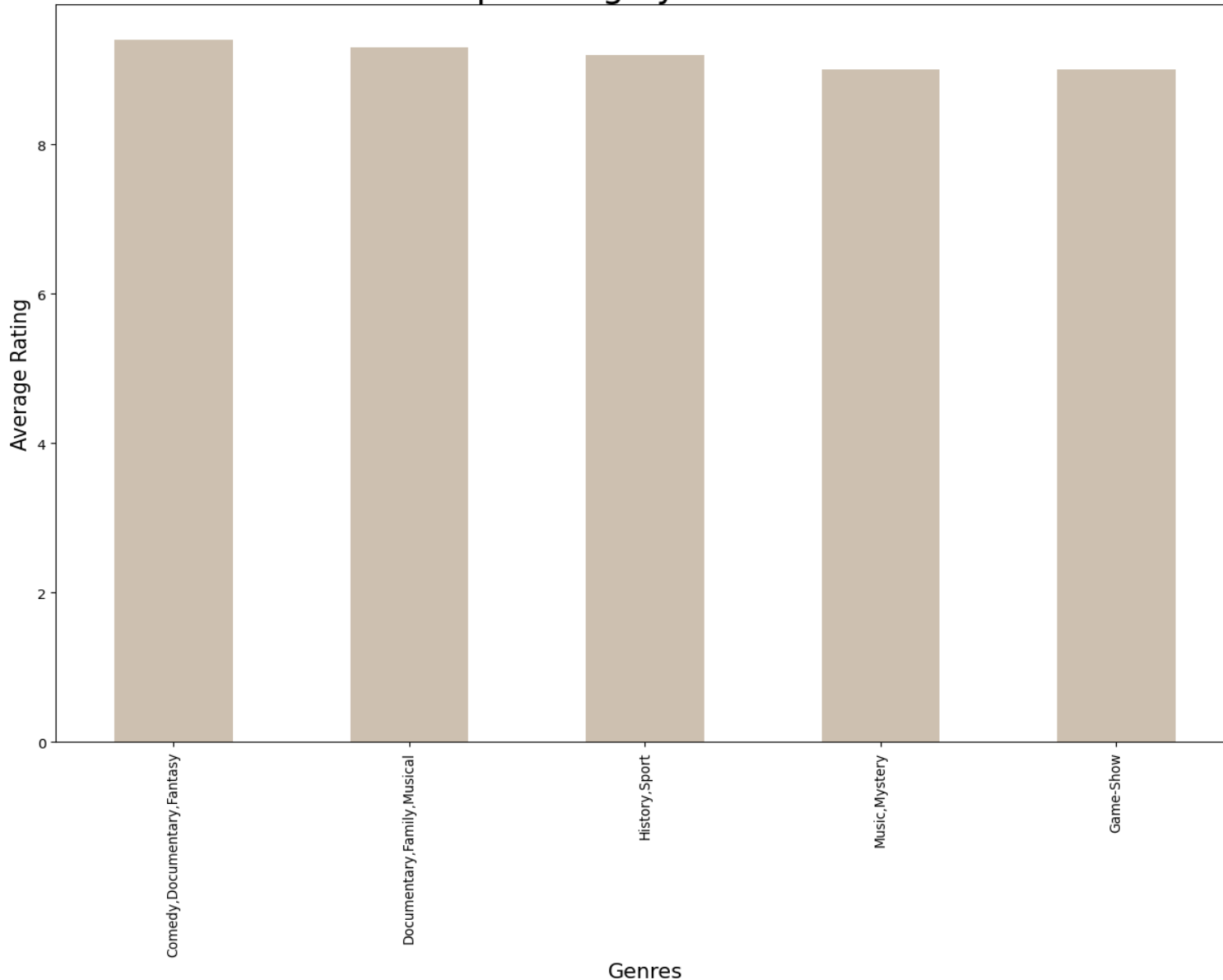


The data from the review companies suggests a number of things. Here we have a list of the top genres produced.

- Documentaries comes top of the list with close to 25000 movies being produced. This would indicate that a majority of people love information and the know-how of how things happen. This is generally what documentaries are about.
- Drama comes next with more than 15000 movies produced under this genre. Drama Films are presentations of life situations that portray realistic characters in conflict with either themselves, others, or forces of nature.
- Third on the list is the comedy genre. Generally a movie that is guaranteed to have humor in it. Shows that some people just want to watch a movie that will make them happy.
- It is also good to note that a joint genre of comedy and drama comes next. This therefore emphasizes the influence comedy and drama genres have.

TOP GENRE RATINGS

The Top 10 Highly Rated Genres



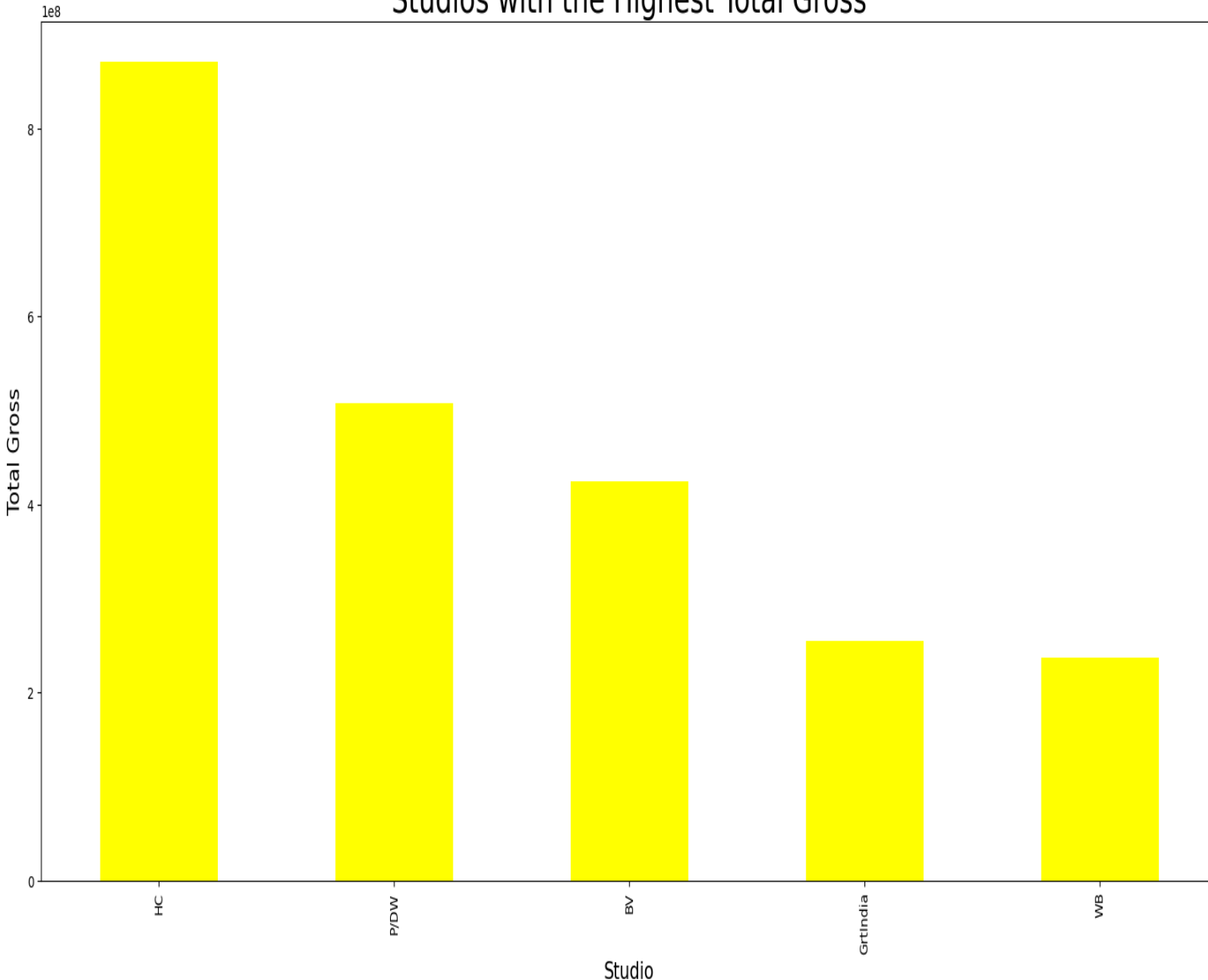
Rating is basically a ranking of a movie based on a comparative assessment of their quality, standard, and or performance. Here we have an overview of the top 10 genres and their different ratings.

- Comedy, Documentary, Fantasy all have a rating of 9.4. Making them the genres with the highest rating.
- Documentary, Family, Musical have a rating of 9.3
- History, Sport genres have a rating of 9.2
- Music, Mystery and game-show have a rating of 9.0

It is important to notice that all the genres have a rating of 9 and above. This means that they are all highly rated since the scale is from 0-10.

TOTAL EARNINGS PER STUDIO

Studios with the Highest Total Gross

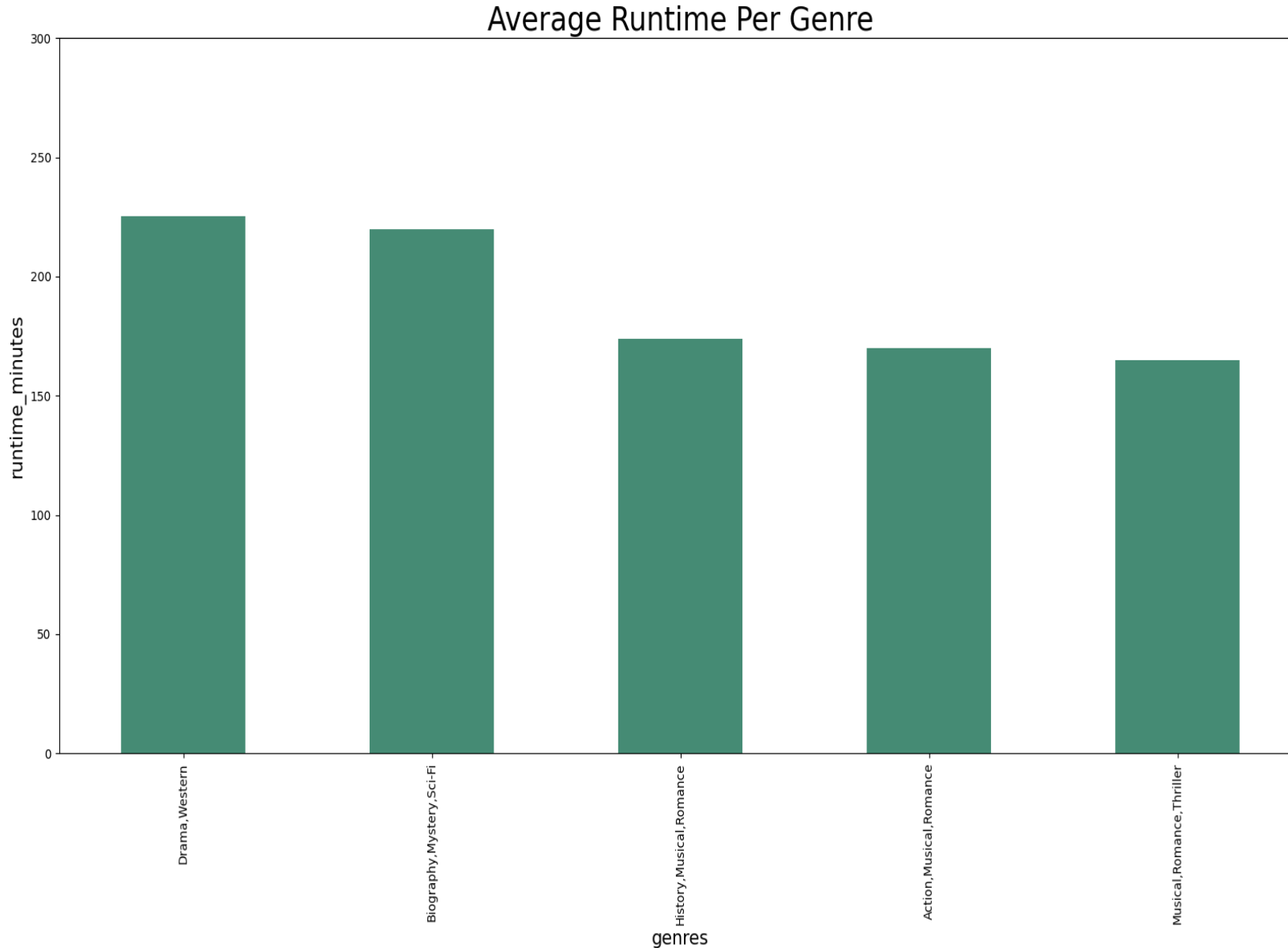


In the beginning we talked about how a business should be making profits, here we have an overview of just how much money a movie studio can make. The chart shows the top 5 movie studios with the highest total gross earnings

- HC had a total gross earning of over 820 million USD
- P/DW had a total gross earning of over 500 million USD
- BV had a total gross earning of over 420 million USD
- GrtIndia had a total gross earning of over 250 million USD
- WB had a total gross earning of over 230 million USD

From this information, we can see that movie business is indeed very lucrative as this are very large sums.

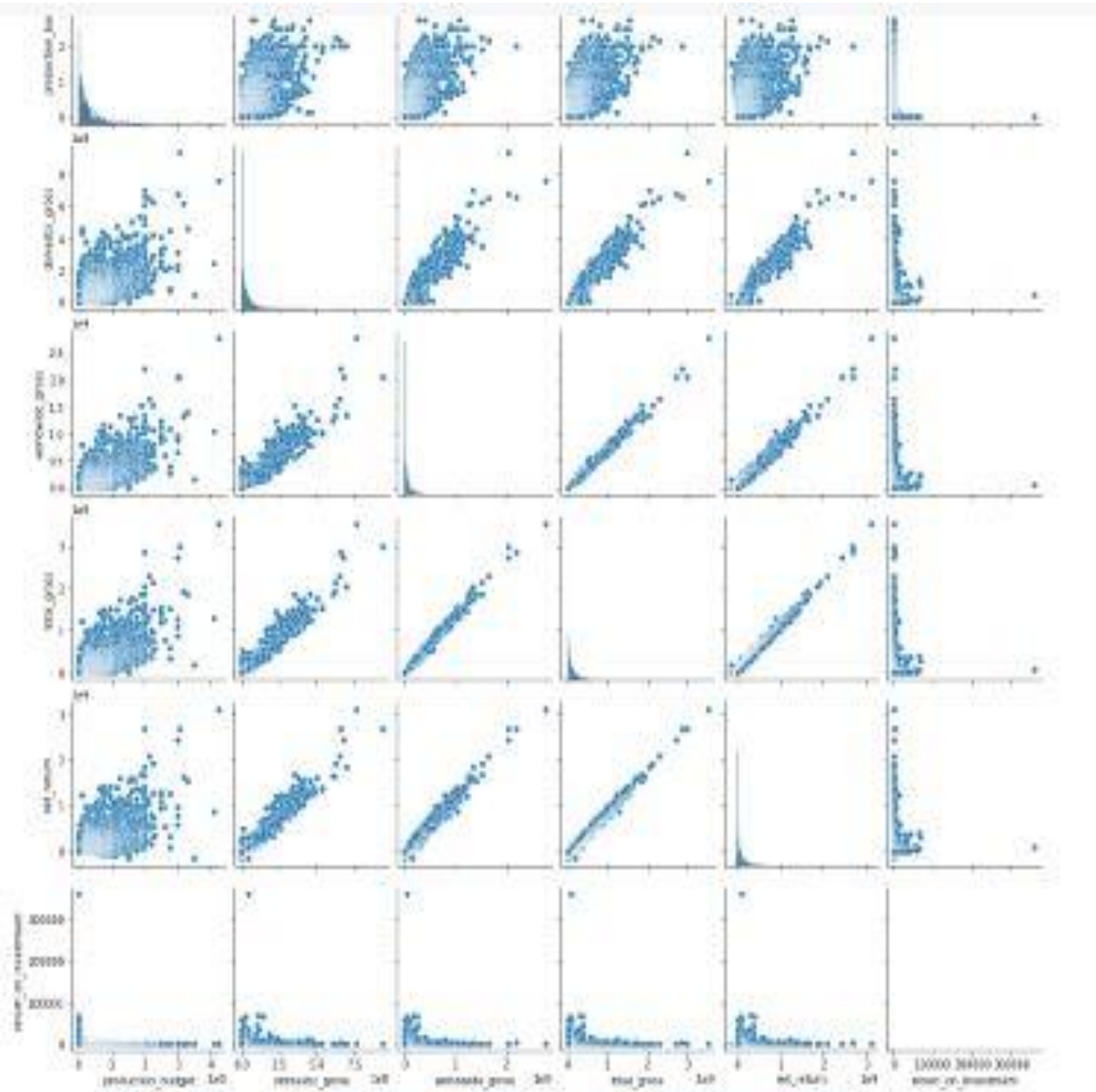
AVERAGE RUNTIME PER GENRE



If a genre is picked what is the best length of the movie to be made? Here we can see the average length of different genre types

- Drama, Western movies have an average of 230 minutes
- Biography, Mystery, Sci-Fi have an average of 220 minutes
- History, Musical, Romance have an average of 175 minutes
- Action, Musical, Romance have an average of 170 minutes
- Musical, Romance, Thriller have an average of 165 minutes

DATA CORRELATION



Here we just have an overview of how all this data relates to each other. For example, Production budget has a fairly positive correlation with domestic gross. This means, if more investment is made to the movie the Domestic gross income might increase.

Production budget has a fairly positive correlation with worldwide gross. This also means as more investment is made to the movie the Worldwide gross might increase slightly.

Production budget has a weak negative correlation with Return on Investment meaning that the amount of Return on Investment is not affected by the production budget

CONCLUSION

In conclusion, We find that movie business is a profitable business as we see movies getting up to over 500% profit. We get to see the impact of the budget on the profits of the business. We also see the different types of genres that capture movie viewers and for how long they run.

Therefore, we can make some insightful decisions from this information.



RECOMMENDATIONS

- First and foremost, I would like to recommend that this project proceeds as we have seen just how profitable it can be.
- For movie production, the first genre that should be considered for production should be Documentary followed by comedy and drama genres.
- I would also like to recommend that the production budget be well considered as it directly affects the domestic and worldwide gross earnings.
- I would also recommend that a movie should have a length of between 170 minutes to 230 minutes



THANK YOU!

