



MICROSOFT STUDIO

ANALYSIS

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SUMMARY

Descriptive analysis of the movie entertainment industry and the outcome data reveal the best way for Microsoft to enter the moving making industry:

- Most popular movie genres of the Microsoft Studio online streaming platform.
- Best movie genres for domestic and foreign audiences respectively.
- Best movie genres for the market at large when making blockbuster movies
- Top studios to collaborate with in making movies that will bring revenue for them.





OUTLINE

- Business Problem
- Data and Methods
- Results
- Conclusions
- Recommendations

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BUSINESS PROBLEM

- Understand the high-generating genres for the domestic audience.
- Understand the high-generating genres for the foreign audience.
- Understand the high-generating genres for the big blockbuster movies.
- Identify the best studios to collaborate with
- Identify the popular genres for their online streaming service. Microsoft +



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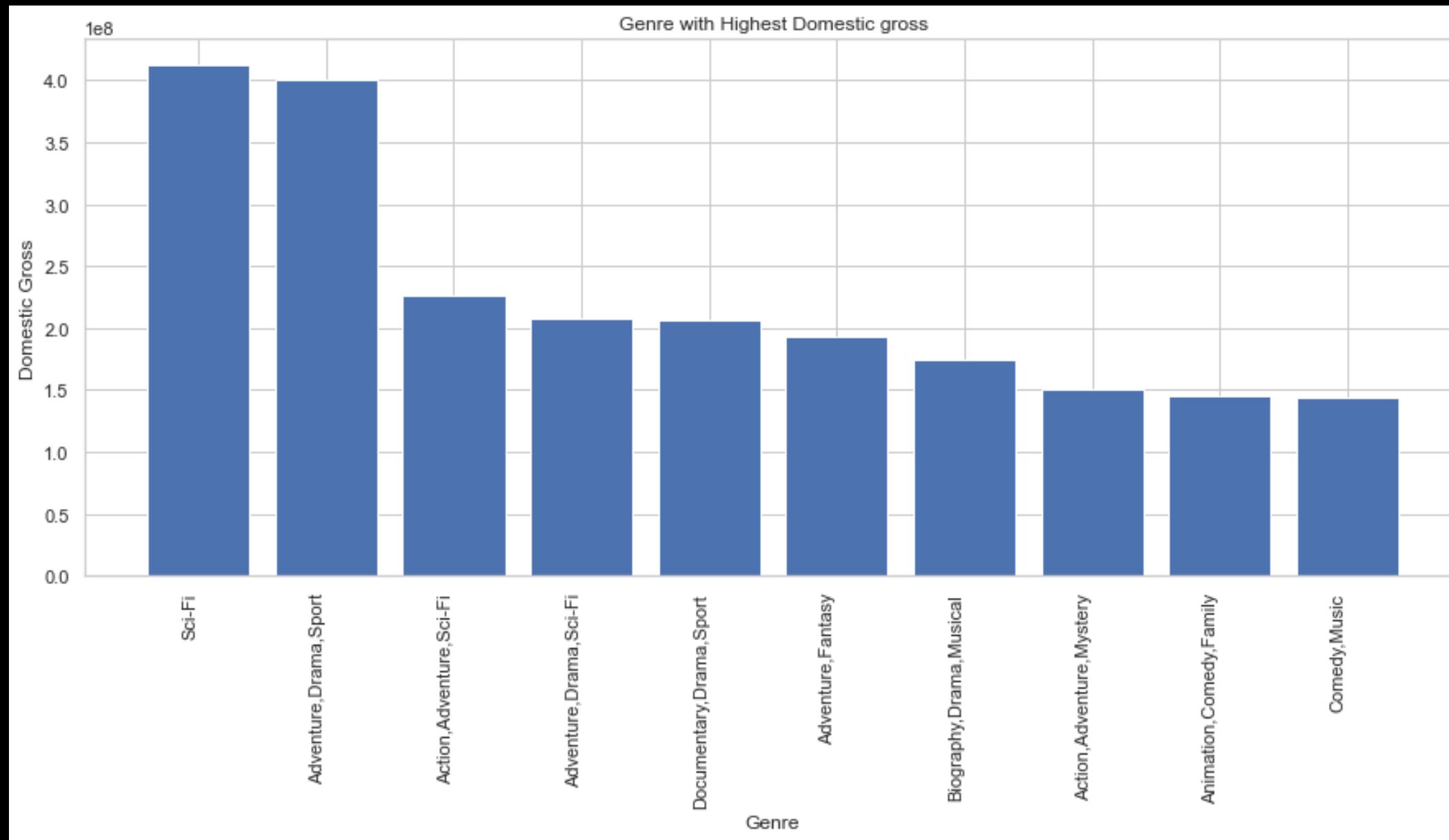
DATA AND METHOD

- IMDB and movie gross data for movies watched between 2010 and 2018.
- Includes movie genres, foreign gross, domestic gross, studios, the year, and the titles of the movies.



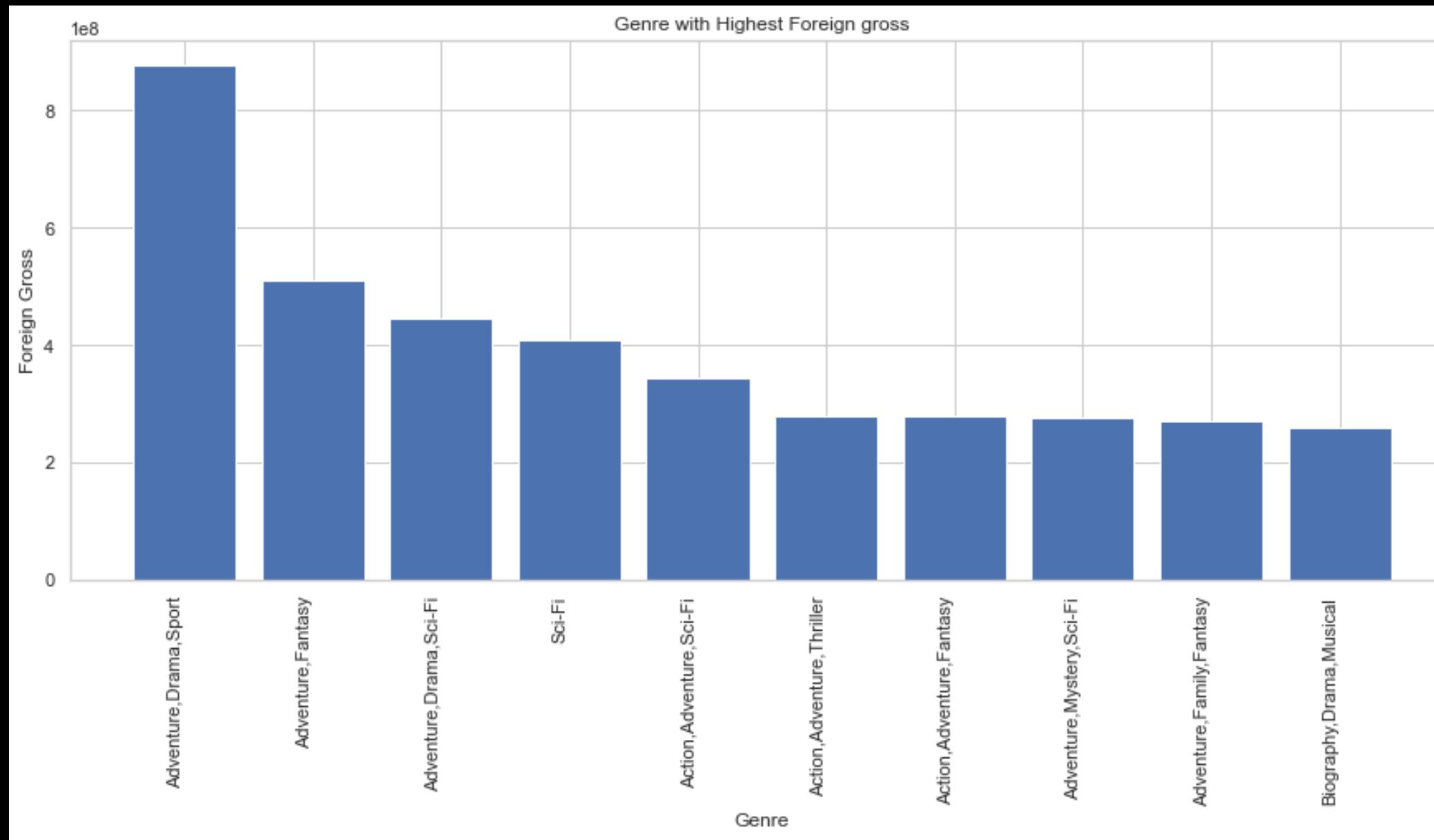
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RESULTS



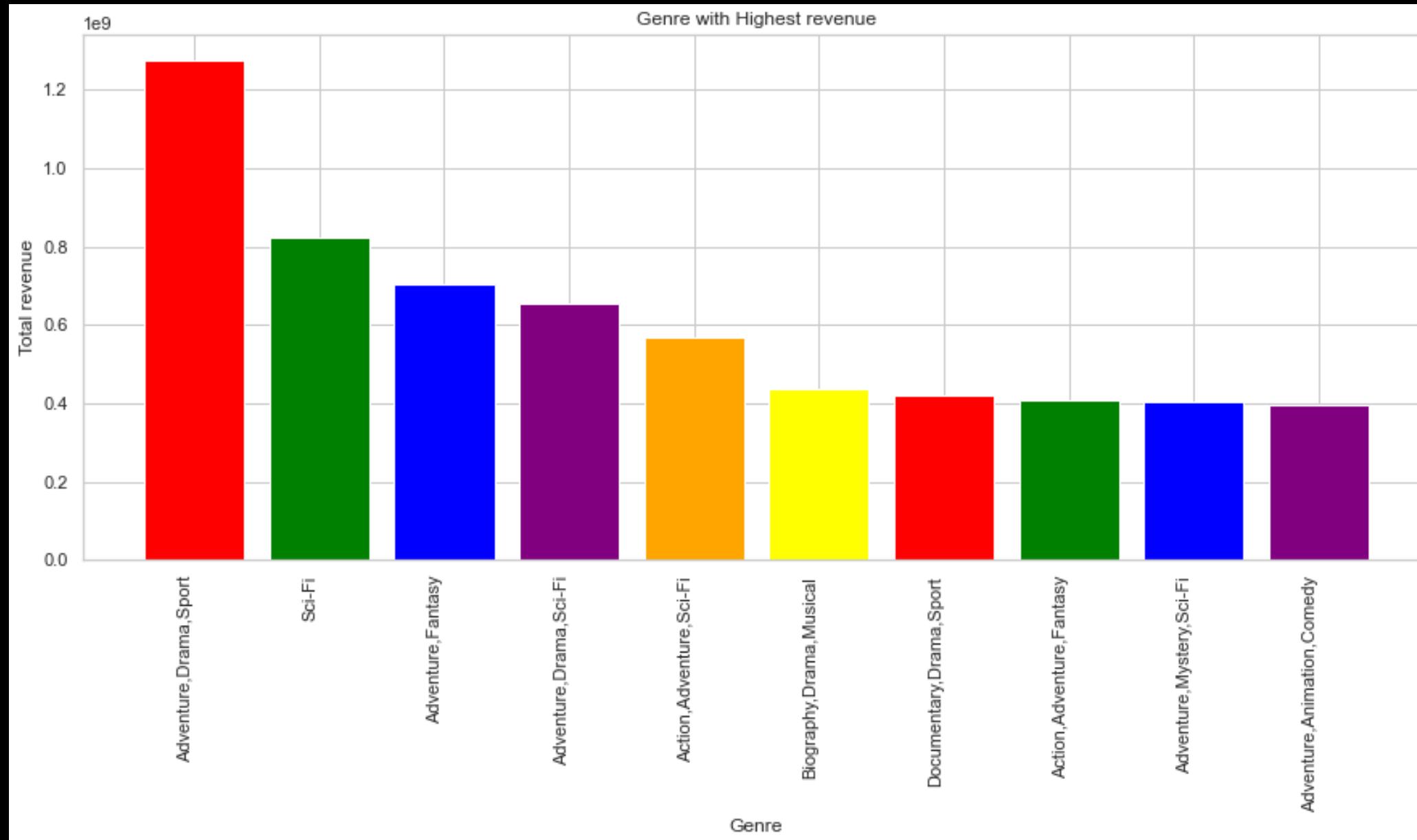
- The top ten high-generating genre in the domestic audience is Sci-Fi followed by the adventure, drama, sport genre. This shows that these genres are liked most by the audience.

RESULTS



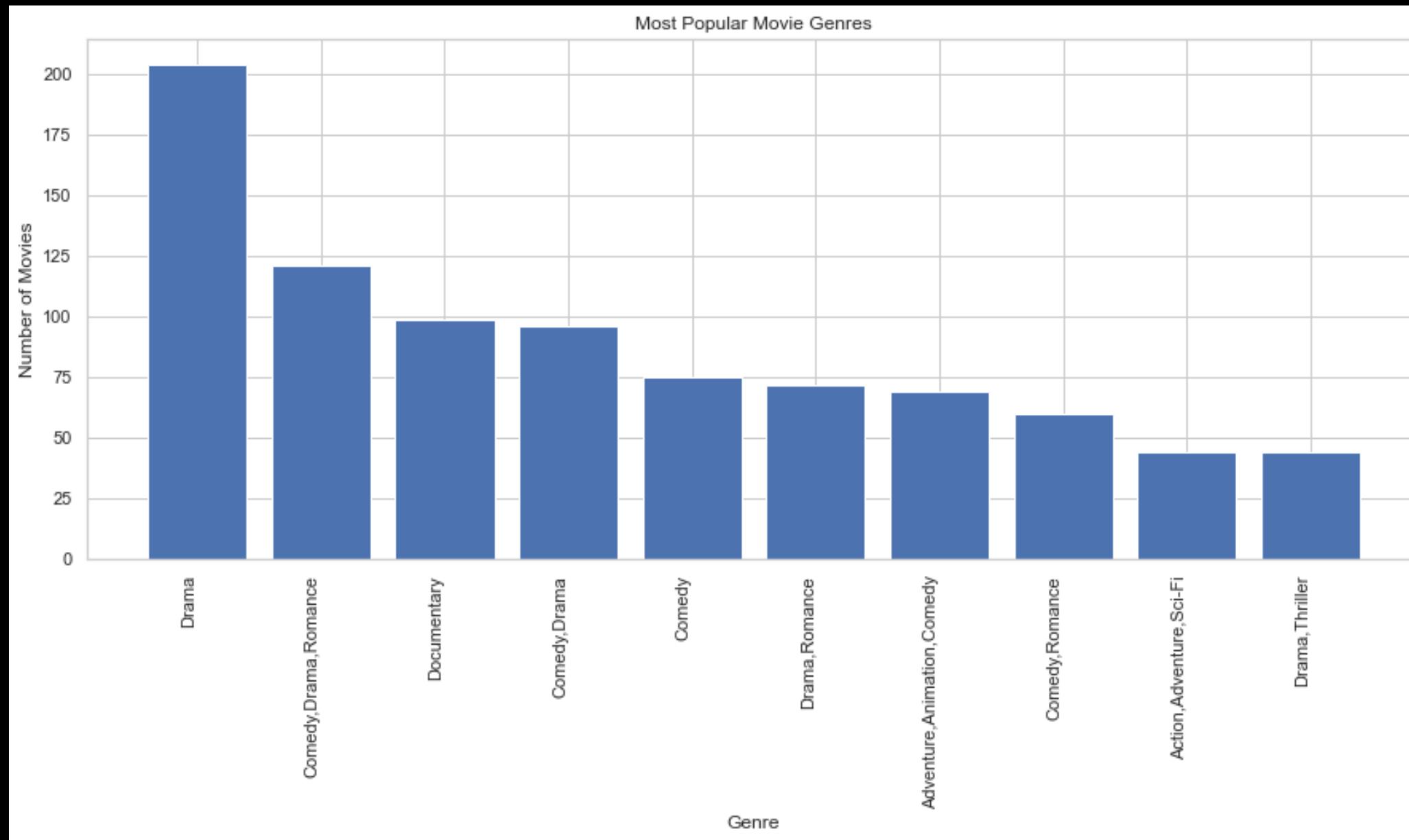
- The top ten high-generating genre in foreign audience is adventure, drama, sport genre followed by adventure, fantasy genre. This shows that both foreign and domestic audiences have different tastes in genres.

RESULTS



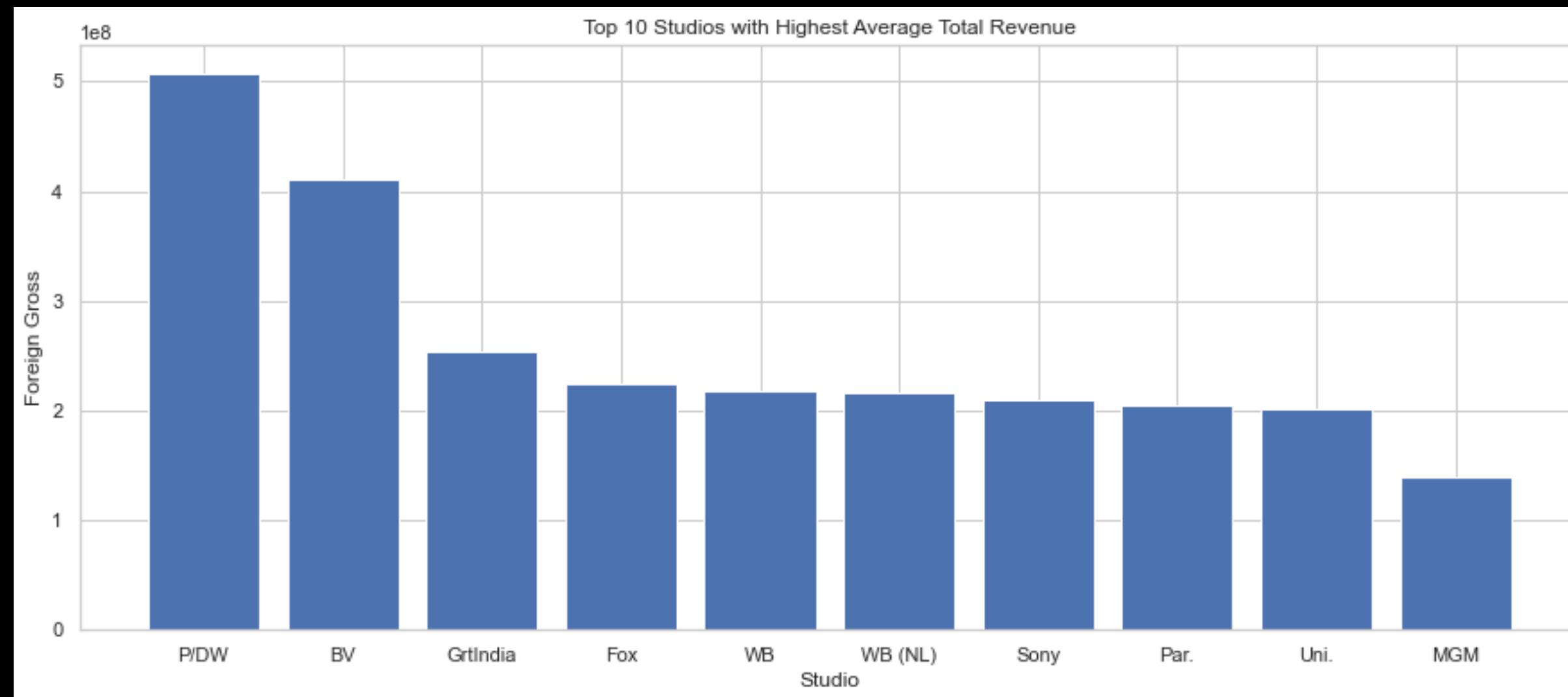
- The top ten high-generating genre in both market audiences is adventure, drama, sport genre followed by sci-fi. This shows that both foreign and domestic audiences like these genres equally. This can be used in big blockbuster movies, for example, Avengers, etc.

RESULTS



- The top ten most popular movie genres in general. This can help Microsoft in their online streaming platform on what movie genres and even shows to put there.

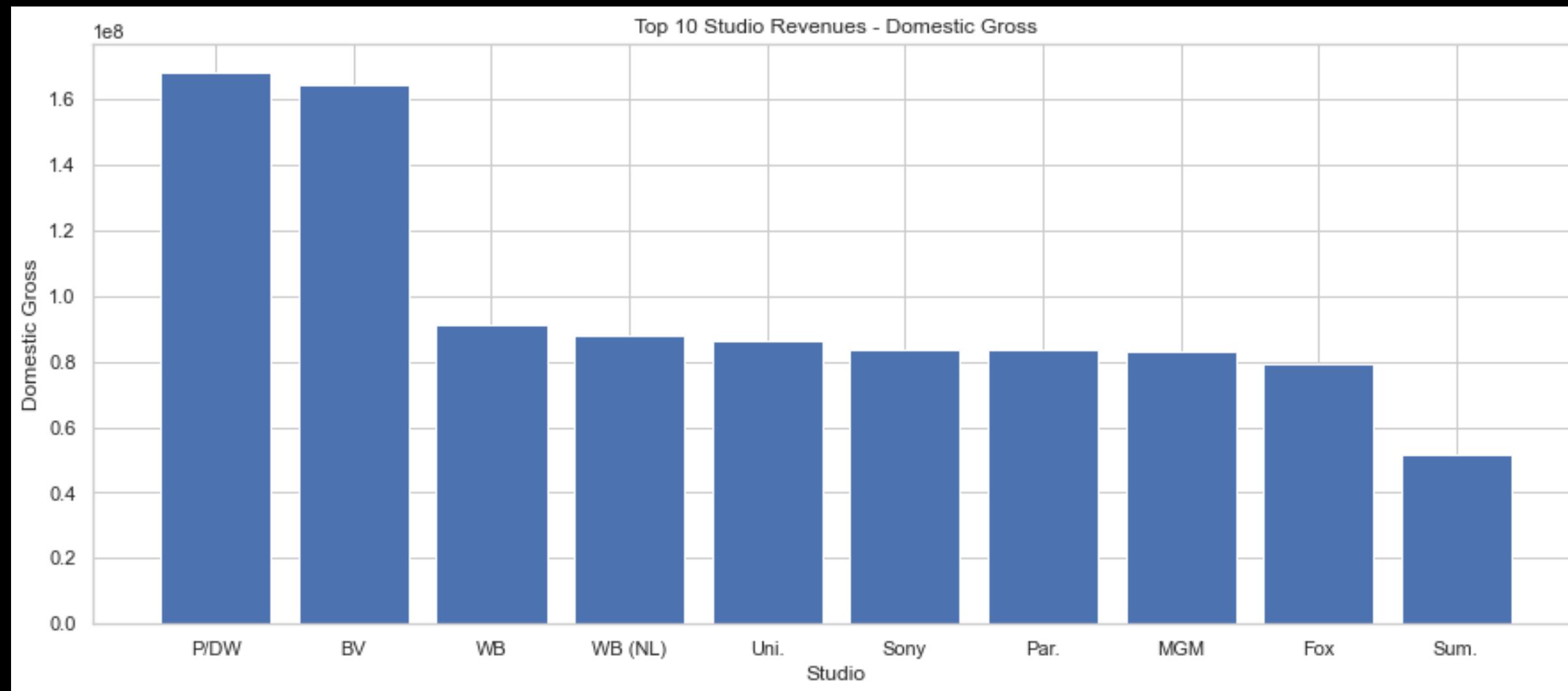
RESULTS



- The top ten high-generating studios for the market at large.
- P/DW and BV lead the other studios in generating revenue.

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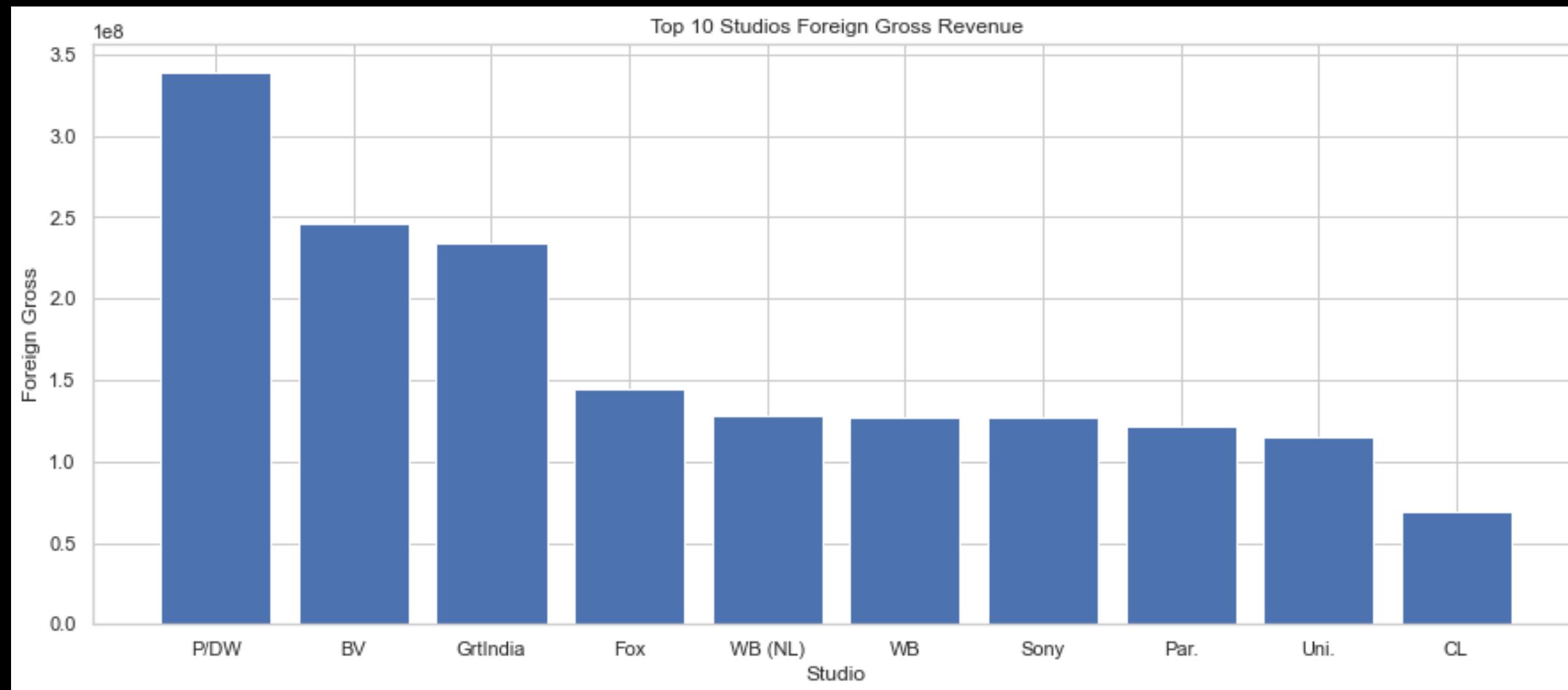
RESULTS



- The top ten high-generating studios for the domestic market at large.
- P/DW and BV lead the other studios in generating revenue.

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RESULTS



- The top ten high-generating studios for the foreign market at large.
- P/DW and BV lead the other studios in generating revenue.

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CONCLUSIONS

- The ten most popular genres of movies for both the market audience.
- The genres with the highest total revenue globally. This is the total revenue of both the domestic gross and foreign gross. This factors in both audiences and can be used for big box bluster movies
- The genres with the highest domestic gross may vary different to total revenue and foreign gross of the genre due to the preference of the domestic audience
- The genres with the highest foreign gross may vary different to the domestic revenue of the genre due to the preference of the foreign audience for the domestic audience:
- The top ten studios with the best total revenue. These are the best-performing studios when it comes to making movies that will bring high revenue to the market at large.
- Studios with the best revenue, domestic and foreign. These are the best-performing studios in their respective markets. The studio may vary with the different audiences, these been domestic and foreign

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RECOMMENDATIONS

- **For the domestic audience:** Microsoft should focus more on producing Sci-Fi since it brings the most revenue to the domestic audience followed by Adventure,Drama,Sport
- **For foreign audiences:** Microsoft should focus more on producing Adventure, Drama, and Sports followed by Adventure and fantasy to yield more revenue for them in the long run.
- **For the market at large:** In terms of both markets, this will be useful in creating big movies that both audiences enjoy. They should focus more on Adventure, Drama, Sport followed by Sci-Fi movies.
- **Most popular movie genres for their online streaming services:** This will help Microsoft Studios in breaking into the online streaming markets. They should focus more on providing movies based on drama followed by comedy, drama, and romance genres. This would help them get more subscribers.
- **Collaboration with other studios:** When collaborating with other studios for the market at large for things such as crossovers, the recommended studio is P/DW followed by BV. This will not only bring more revenue for them but also exposure and revenue for the other studios. In terms of the respective markets, domestic and foreign. Microsoft can collaborate with the respective studios performing best in the markets. This will help them enter the movie industry smoothly and thus generating high revenue returns

