

A faint, dark gray silhouette of a movie camera is centered in the background. The camera has two reels on top, a lens in the center, and a viewfinder on the right. The overall aesthetic is minimalist and cinematic.

Microsoft Movie Studio Analysis

Ryan Keats September 9, 2022

Summary

Throughout this presentation you will find a summary of films that have succeeded at the Box Office. Showcasing total gross, most popular genres and movie ratings to assist Microsoft in determining which types of films their studio should pursue in producing.



Embark on research into popular Sequels, prequels and remakes



Endeavour to work within a designated runtime of a film



Create a refined budget for the total production costs of film making

Outline



Business Problem



Data & Methods



Results



Conclusions

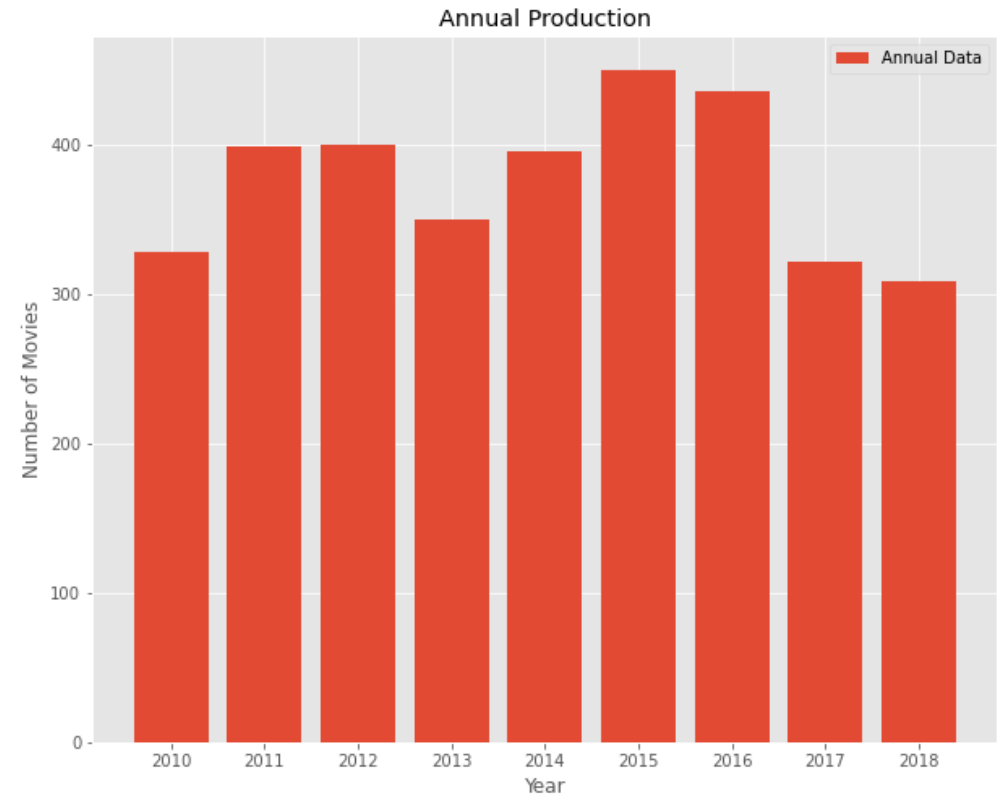
Business Problem

- Microsoft has seen the success of other big companies in developing video content and have decided they want to create a new movie studio



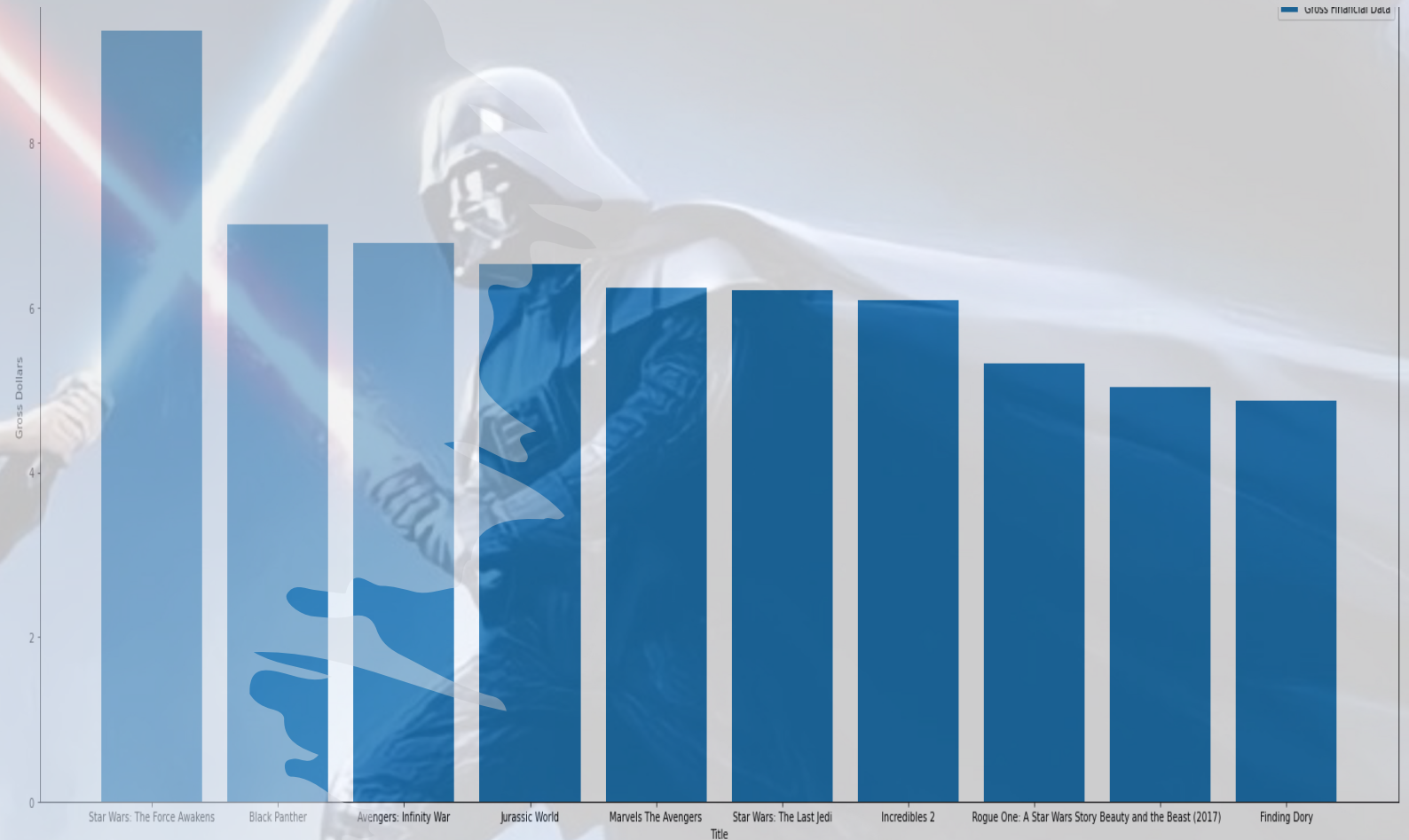
Data & Methods

- Total gross and production rate of films from 2010 to 2018
- Including looking at number votes and ratings



Results

- The most successful films of the last decade, from a financial perspective are part of large movie Franchises such as Star Wars and The Marvel Universe (MCU).



Results



Production rates peaked at 450 films per year, whilst maintaining an average of 376 films per annum.



Big studios are churning out at least 100 films per year over the last decade

Conclusions

- Embark on research into popular Sequels, prequels and remakes
- Endeavour to work within a designated runtime of a film
- Create a refined budget for the total production costs of film making



The background of the slide is a blurred photograph. It shows a person in motion, running or jogging on a path covered in snow. In the background, there is a large, light-colored building with a prominent tower or steeple, possibly a church or a university building. The overall scene is out of focus, emphasizing the text in the foreground.

Next Steps

- Further analysis into ratings by undertaking Market Research
- Investigate the expenditure of producing films in order to accurately define the budget required to open a new movie studio
- Complete a comprehensive Competitor Analysis

Thank You

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