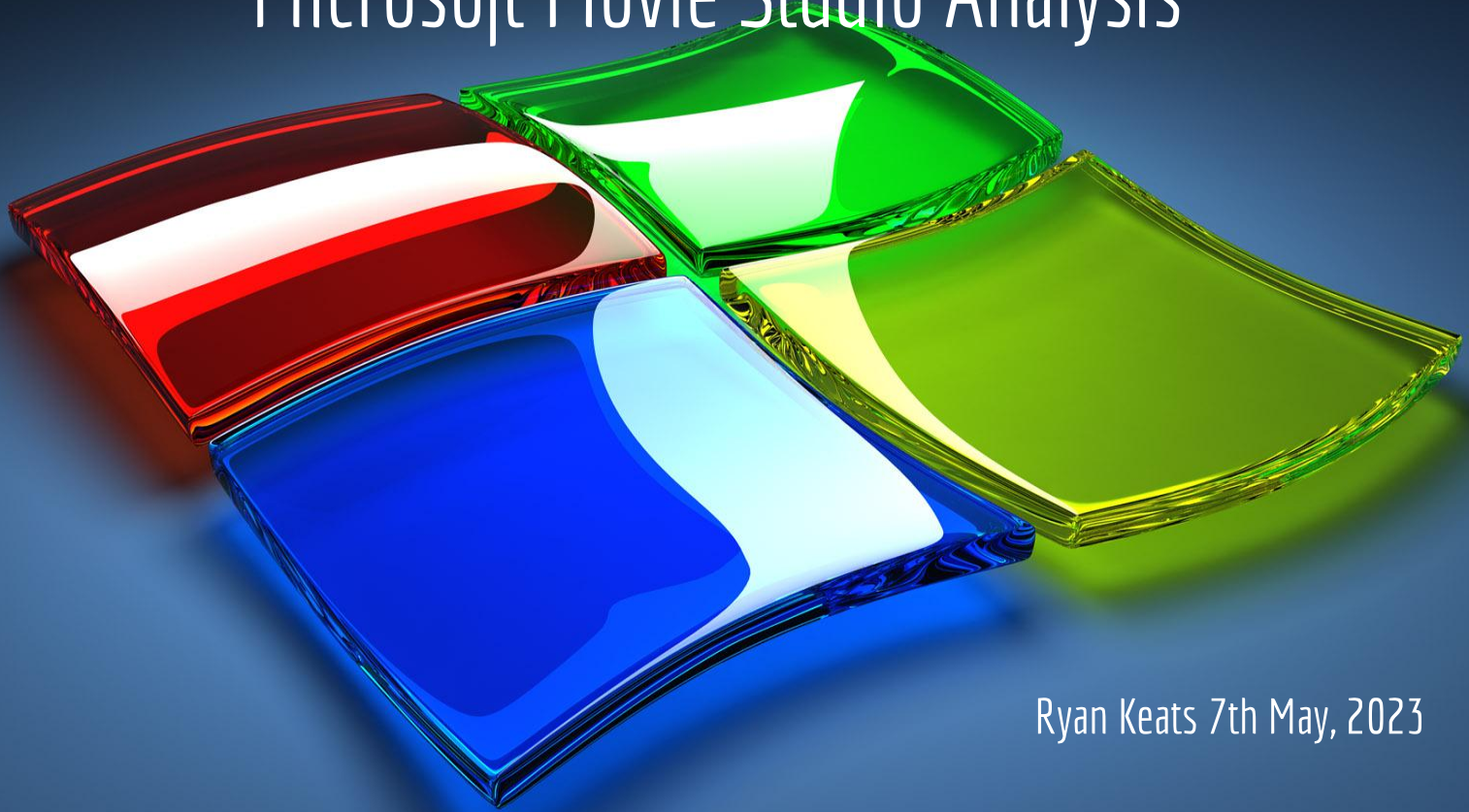


# Microsoft Movie Studio Analysis



Ryan Keats 7th May, 2023

# Summary

Throughout this presentation you will find a summary of films that have succeeded at the Box Office, over the last decade. Showcasing domestic and worldwide gross, production budgets, movie runtimes and genres. This will aim to assist Microsoft in determining which types of films their studio should pursue in producing.

# Outline

- Business Problem
- Data & Methods
- Results
- Conclusions

# Business Problem

Microsoft recognizes the success of video content production and has chosen to enter the movie industry with a thorough analysis of the Box Office has been conducted to guide Microsoft's new movie studio venture.

The analysis provides valuable insights into industry best practices and mitigates risks associated with production failures, microsoft aims to leverage these findings to establish a successful and optimized movie studio, capitalizing on proven strategies.

# Data & Methods

- Box office data over the last decade
- Domestic, Worldwide & total gross profit
- Production Budgets
- Most popular genres
- Average of and most frequent runtimes



# Results

- Over the past decade, remakes and sequels have consistently appealed to audiences, leveraging familiarity and nostalgia.
- Documentaries have achieved significant success, captivating viewers with their engaging storytelling based on real-life events.
- Genres such as drama, comedy, thrillers, horror, and action have consistently performed well at the Box Office, attracting diverse audiences and delivering compelling entertainment experiences.

# Conclusions

- The analysis recommends that Microsoft focuses on producing sequels, prequels, and remakes as these film types have consistently performed well at the Box Office. This strategy allows Microsoft to leverage existing popularity and reduce the pressure of producing original content.
- Another recommendation is to optimize the duration of their films. The analysis reveals that films with an average runtime of 86 minutes have been successful. By aiming for this duration, Microsoft can ensure that their films are engaging and resonate with audiences.
- Additionally, the analysis suggests that Microsoft refines their production budget. With top studios producing a high volume of films, having a well-defined budget is crucial to minimize the risk of production failure and revenue loss.

# Next Steps

To optimize Microsoft's decision-making process and ensure success in the film industry, the following steps are recommended:

1. Conduct in-depth market research and ratings analysis: Understand audience preferences and reception by addressing limitations in data collection. This will enable informed decision-making based on accurate insights.
2. Perform expenditure analysis and cost benefit assessment: Establish a precise budget for the movie studio launch, evaluating feasibility and maximizing return on investment. Detailed financial analysis will facilitate strategic planning and resource allocation.
3. Conduct comprehensive competitor analysis: Gain insights into competitors' strengths, weaknesses, and market dynamics. Identify opportunities and threats to develop effective strategies for differentiation and exploring untapped market segments.

By implementing these steps, Microsoft can enhance decision-making, mitigate risks, and position themselves for success in the dynamic film industry.



# Thank You!

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