

A cinematic scene from Microsoft Movie Studio showing a Mars-like landscape. In the foreground, a person in a spacesuit stands on a small platform. To the left, there is a large white screen on a stand and a black speaker. To the right, there is a camera on a tripod. In the background, a Mars rover is parked on the red, dusty ground. The sky is a hazy, orange-brown color. The text "MICROSOFT MOVIE STUDIO" is overlaid in large, white, bold letters across the center of the image.

MICROSOFT MOVIE STUDIO

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Outline

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- Data
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- Results
- Conclusions

Business Problems

Microsoft wants to join the big leagues and start making movies. However, they're new to the game and don't know where to start. That's where we come in to finding out what kinds of movies are really popular right now. Think of it like finding the recipe for a successful movie.

Questions :

Which genre of movies have the highest gross income?

Which revenue has the highest gross income ?

What kind of correlation is there based on movie popularity and revenue?

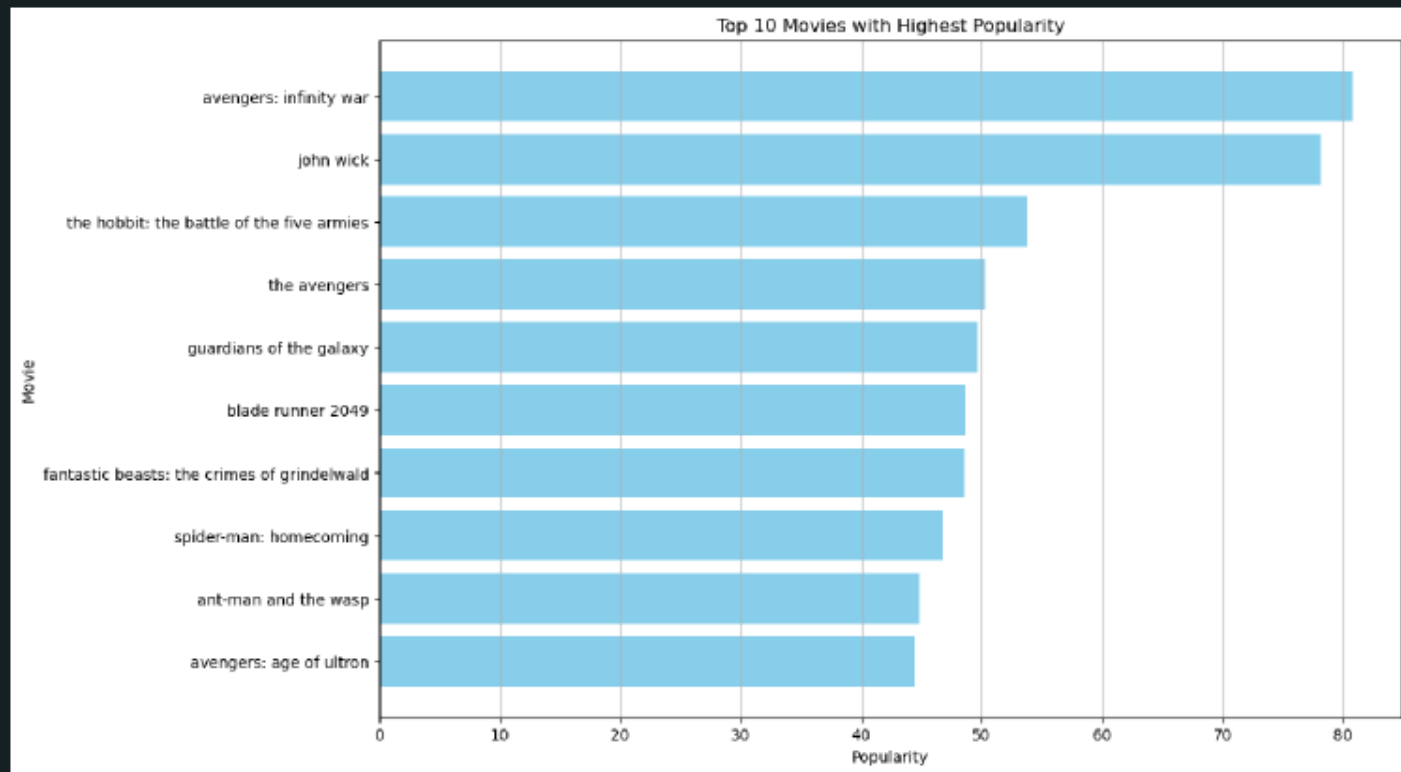
Who is currently the top Distributor?

Which movie got the most revenue for a particular Distributor?

DATA

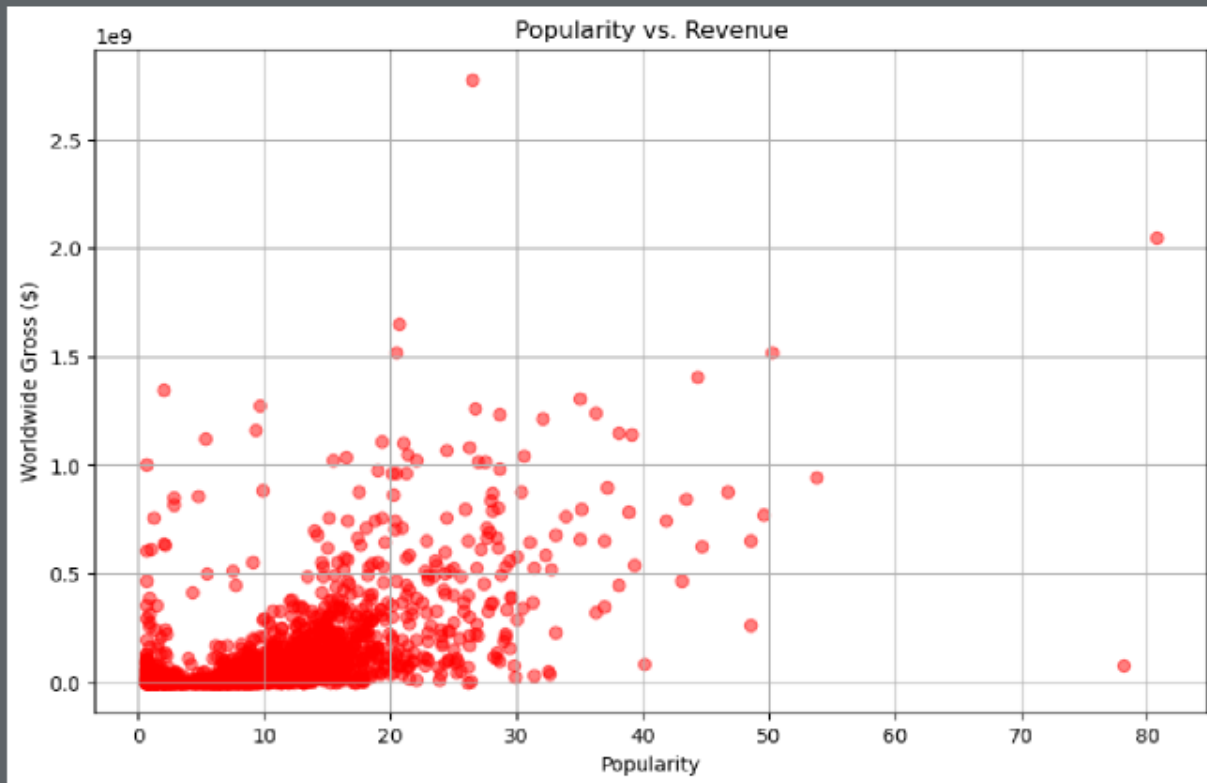
Gathering of box office data from reliable sources such as **The Movie DB** and **The Numbers** together with scrapped data of the current top movies collected for information on the genres, budgets, and revenues of recent successful movies.



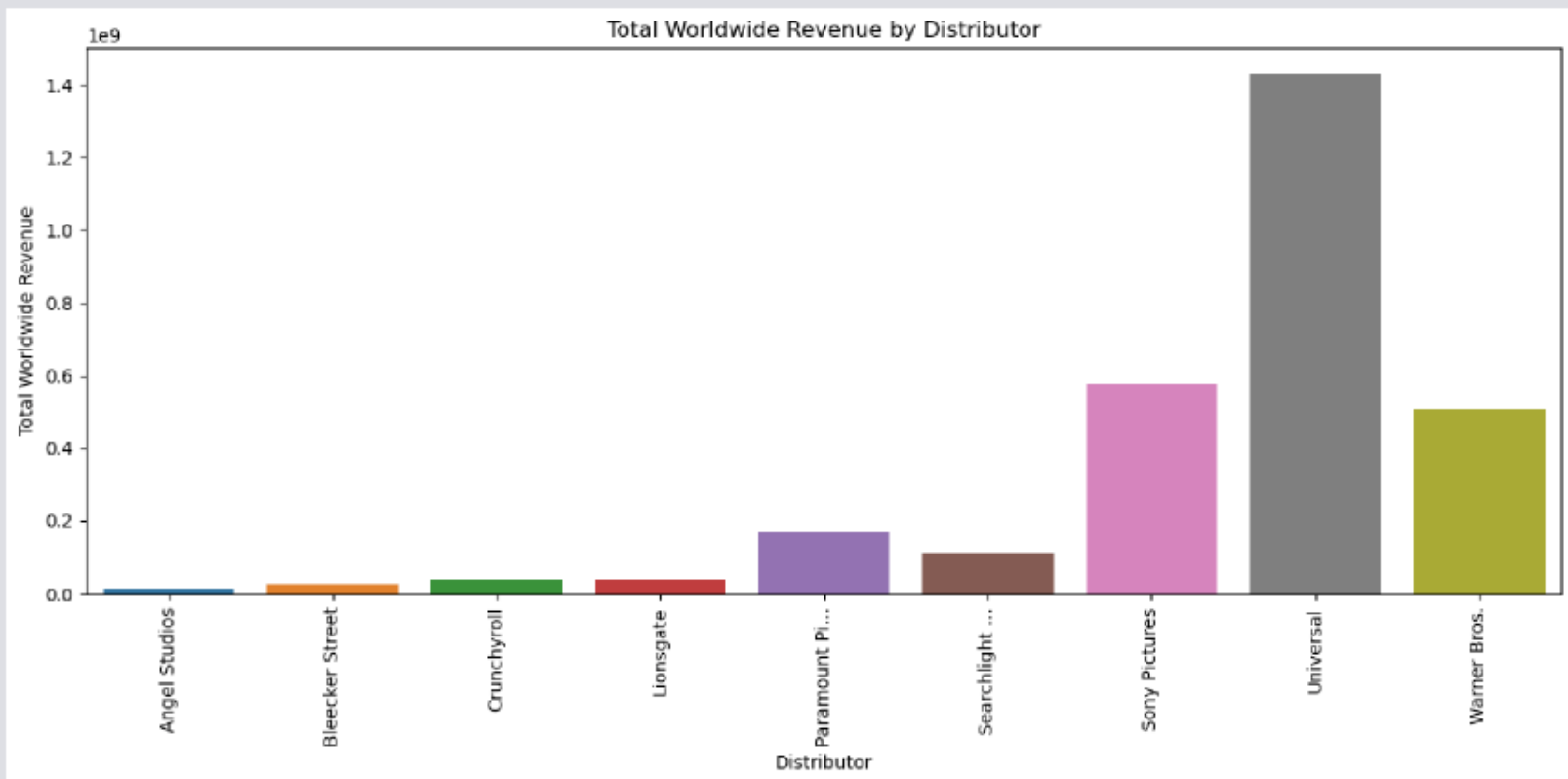


VISUALIZATION

Among recent successful films, action movies have consistently performed exceptionally well at the box office. Action dominance indicates a strong preference for action movies among audiences, especially those produced by renowned studios like Marvel. Audiences are consistently drawn to the excitement and spectacle offered by action-packed films.



Marvel movies are a great example of how being popular can lead to big profits. Think about all those superhero movies like Iron Man, Avengers, or Black Panther that people love to watch. When a Marvel movie becomes really popular, lots of people rush to see it in theaters. All those ticket sales add up, and that's how they make a ton of money. Basically, the more people like a Marvel movie, the more money it makes at the box office. This shows how important it is for movie studios like Marvel to keep making movies that people really enjoy watching, because that's what keeps them successful in the movie business.



Budgeting Strategy

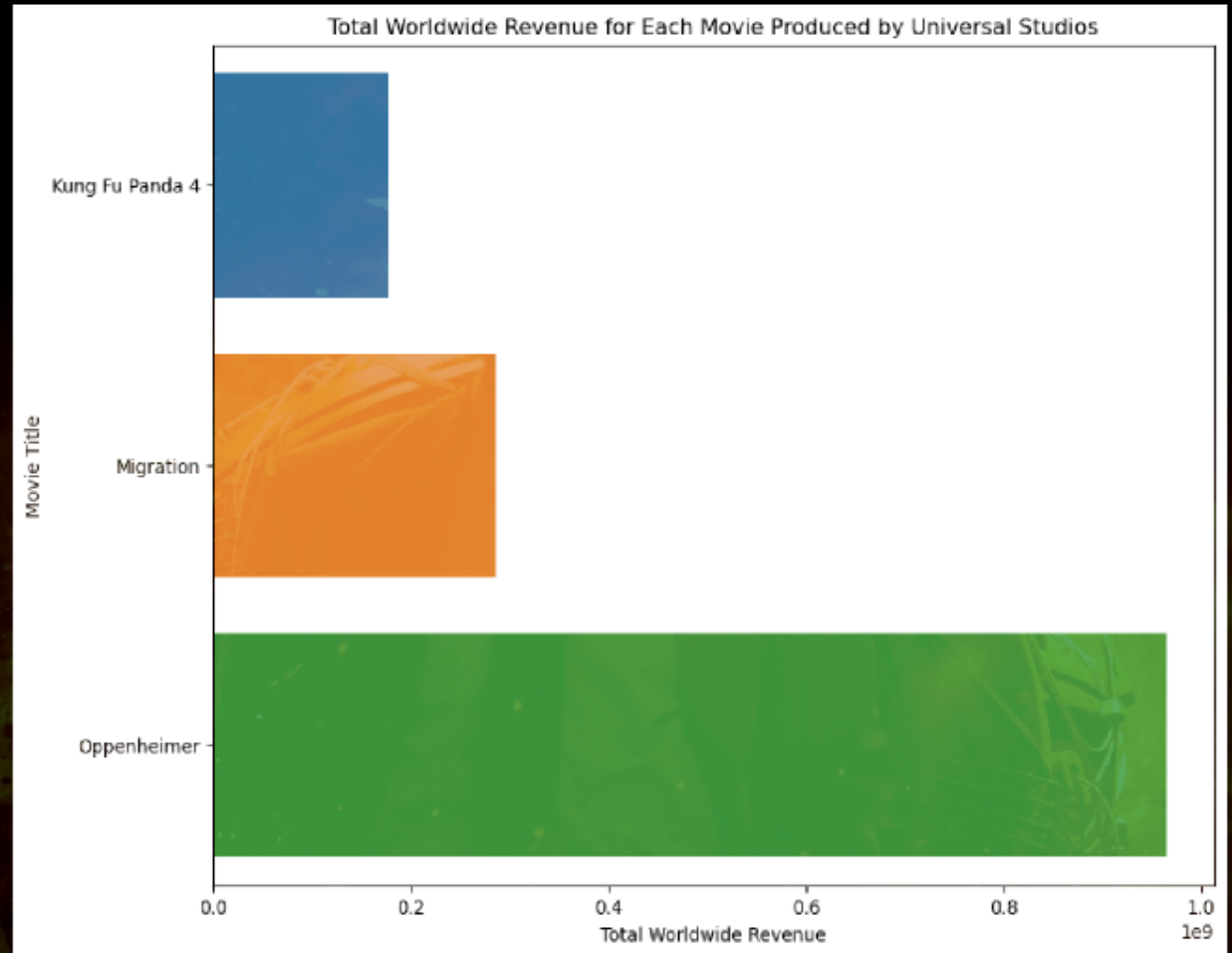
Estimated budget for **Christopher Nolan's** film "Oppenheimer" falls under a budget of **\$100 million**.

Worldwide revenue

So far at the global box office revenue has amounted to more than the double with a total of **\$960 million**.

Allocation of resources towards high-quality production values, including top-tier visual effects, talented casts, and experienced directors like Christopher Nolan who is well known for both great quality content in films and personal popularity will boost marketing.

While maintaining a competitive budget, prioritize investments that enhance the overall cinematic experience and differentiate Microsoft's films from competitors.



Recommendations

1. Genre Selection

Action with superhero elements seems to give the popularity of action movies and the success of superhero franchises, focusing on this genre is a strategic choice. Collaborating with established studios known for their superhero content can provide access to existing fan bases and increase market visibility.





2. Budgeting Strategy

Allocation of resources towards high-quality production values, including top-tier visual effects, talented casts, and experienced directors like Christopher Nolan who is well known for both great quality content in films and personal popularity will boost marketing.

TIER DUCTION

MARVEL

3. Collaboration

Collaborations with established filmmakers and production companies, particularly those with expertise in the action such as Marvel or Universal Studios.

By partnering with renowned studios and filmmakers, we can leverage their creative talent, resources, and audience reach to enhance the quality and visibility of our films.

UNIVERSAL STUDIOS

A close-up of the character Deadpool, wearing his iconic red and black tactical suit. He is looking directly at the camera with a slight, knowing smile. His hands are clasped together in front of his chest. The background is solid black, making the character stand out.

THANK
YOU!