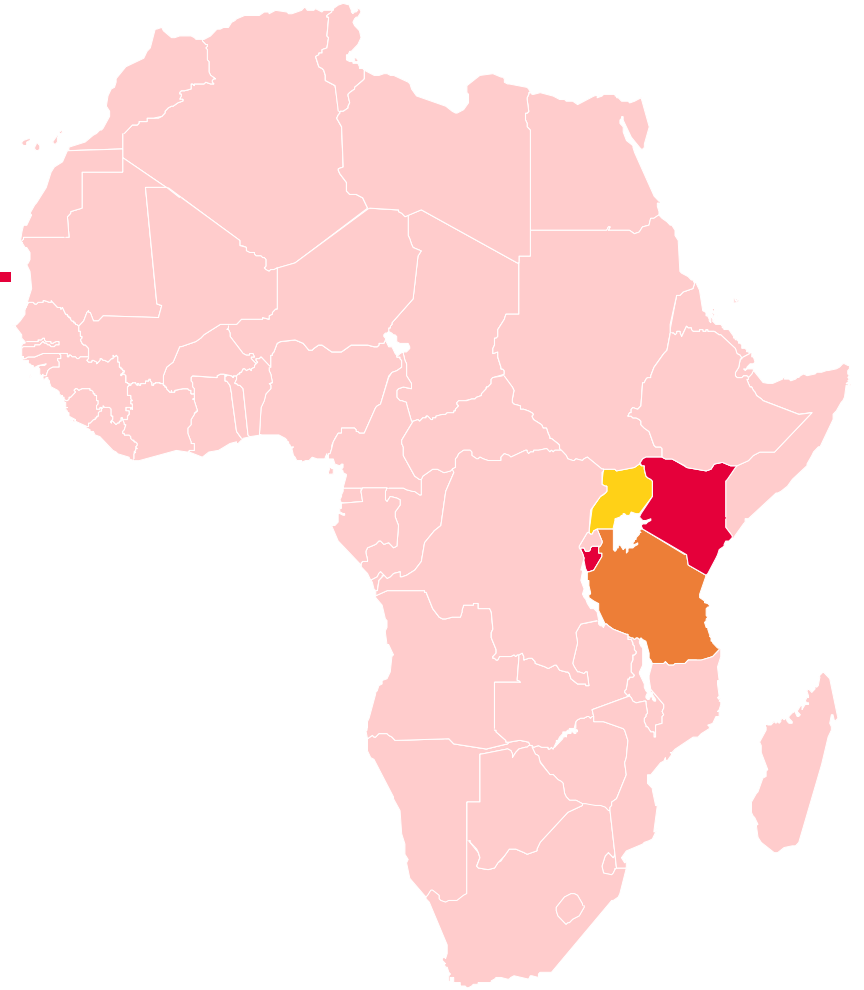
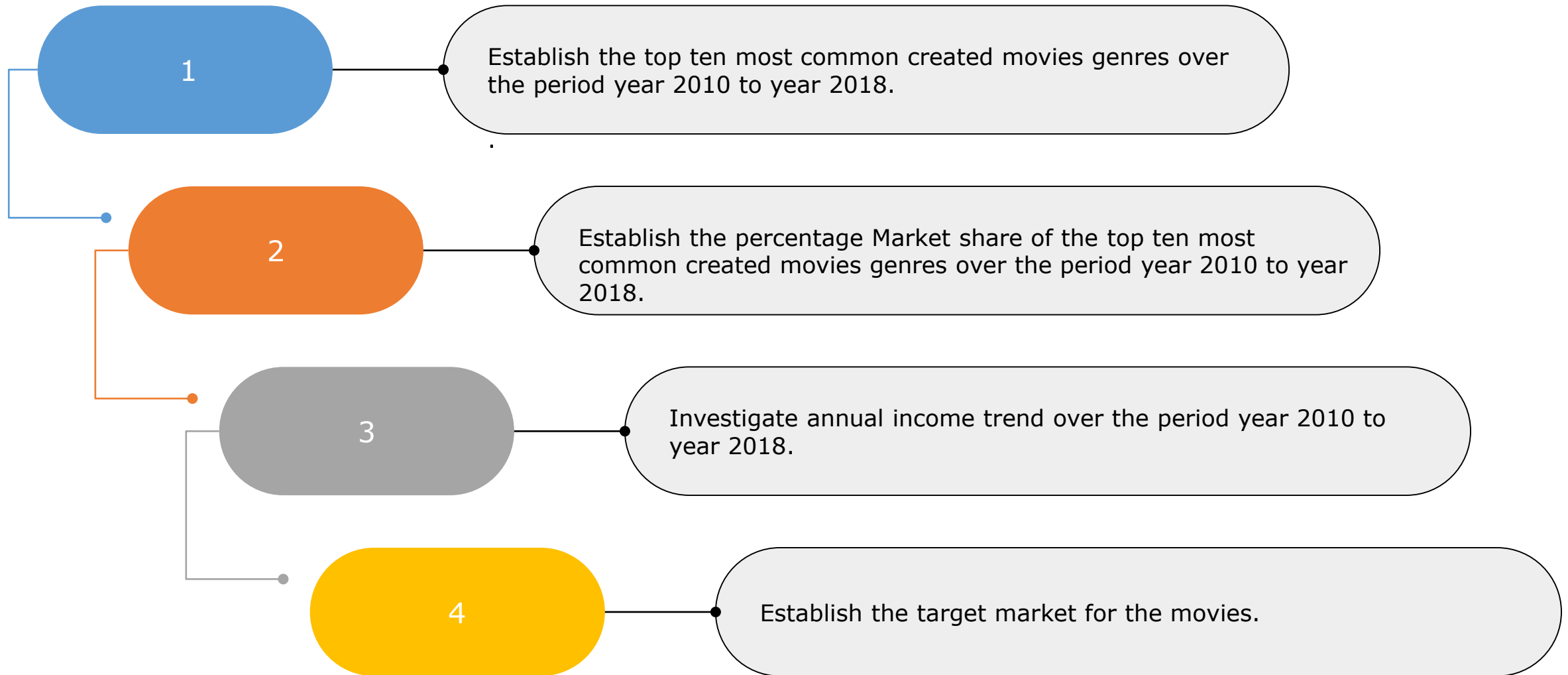


Lead Movies Creation –

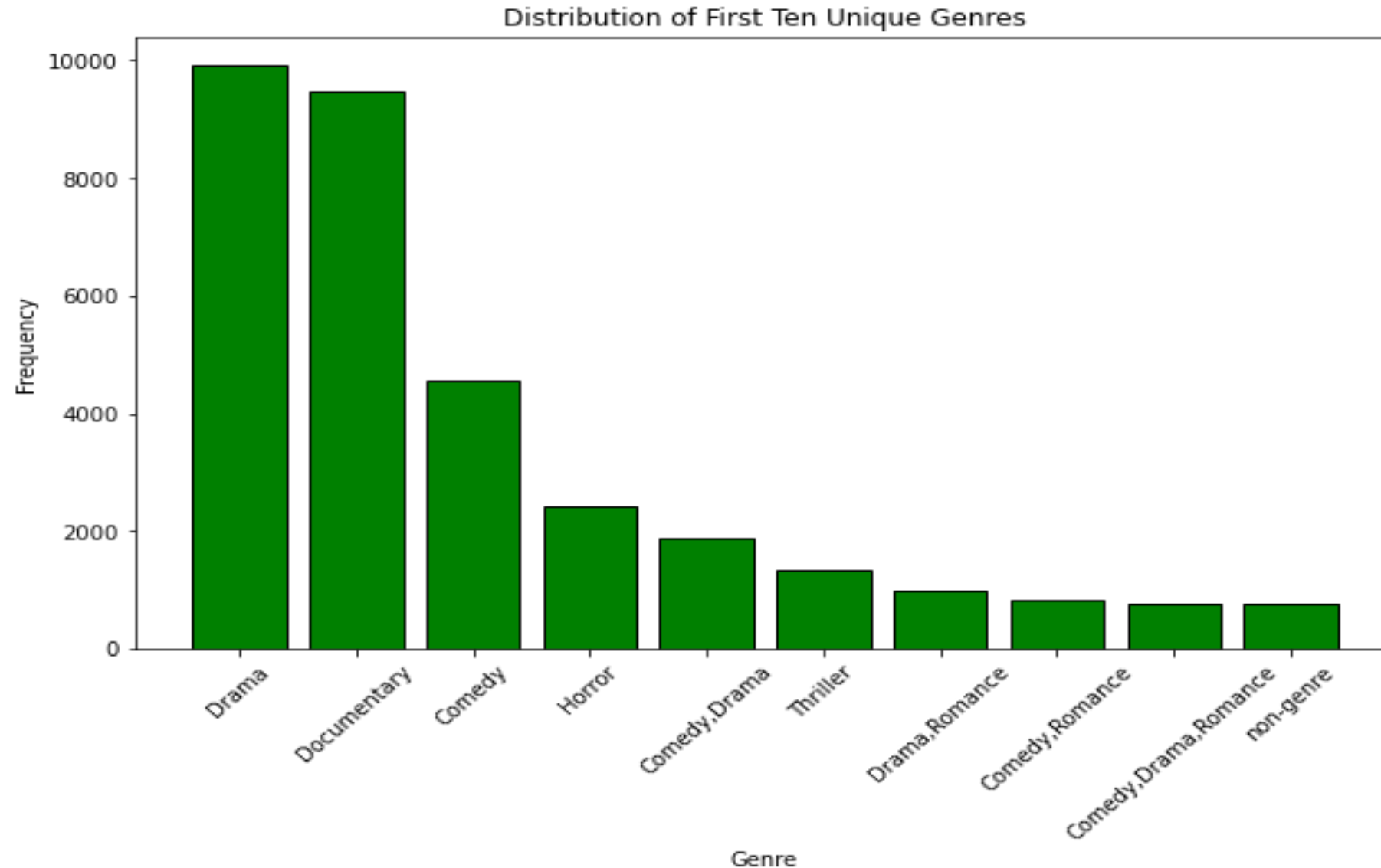


Project Presentation Prepared by Sellah Otieno

Project Objectives

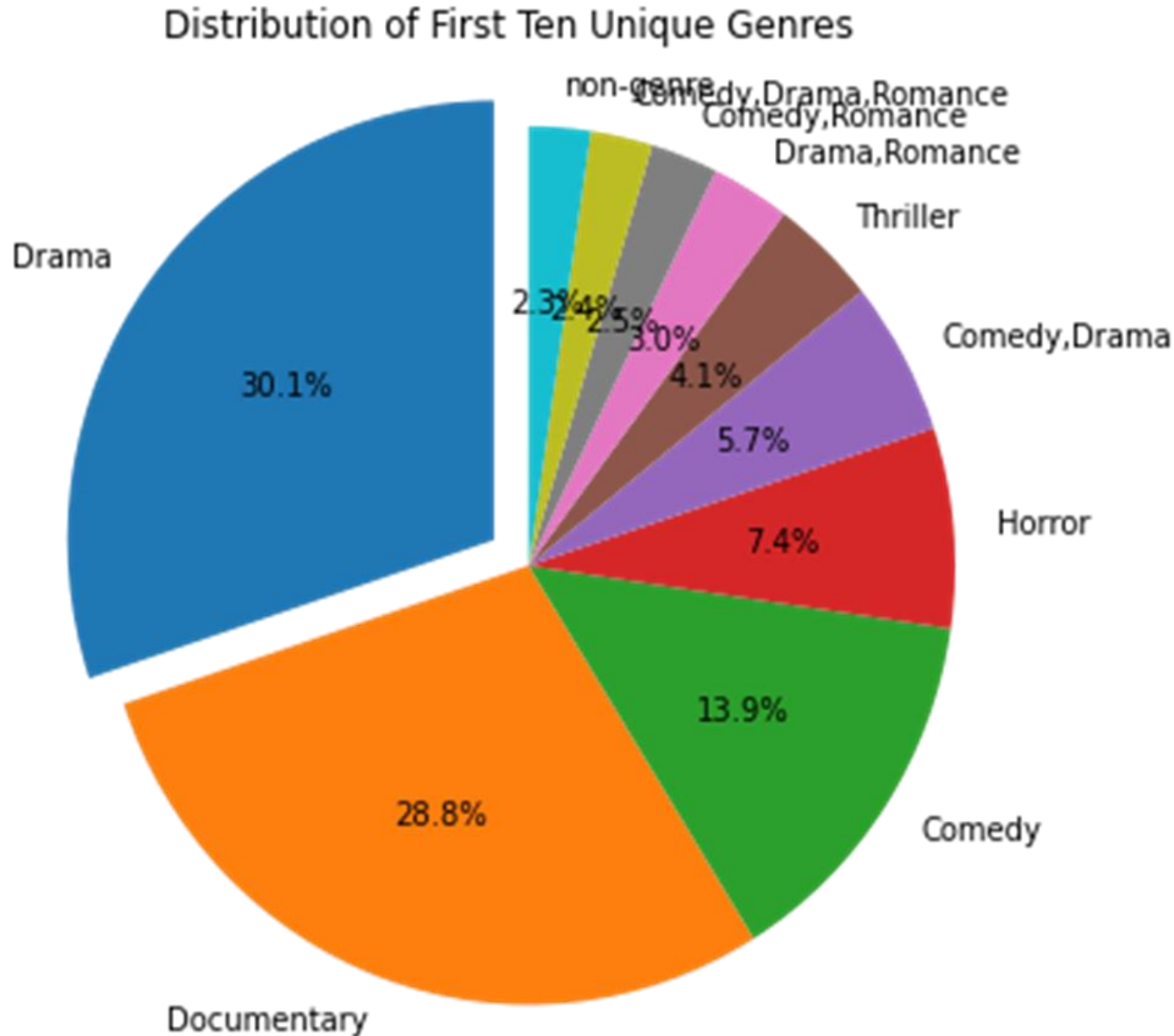


Distribution of Top 10 Most Created Movie Genres



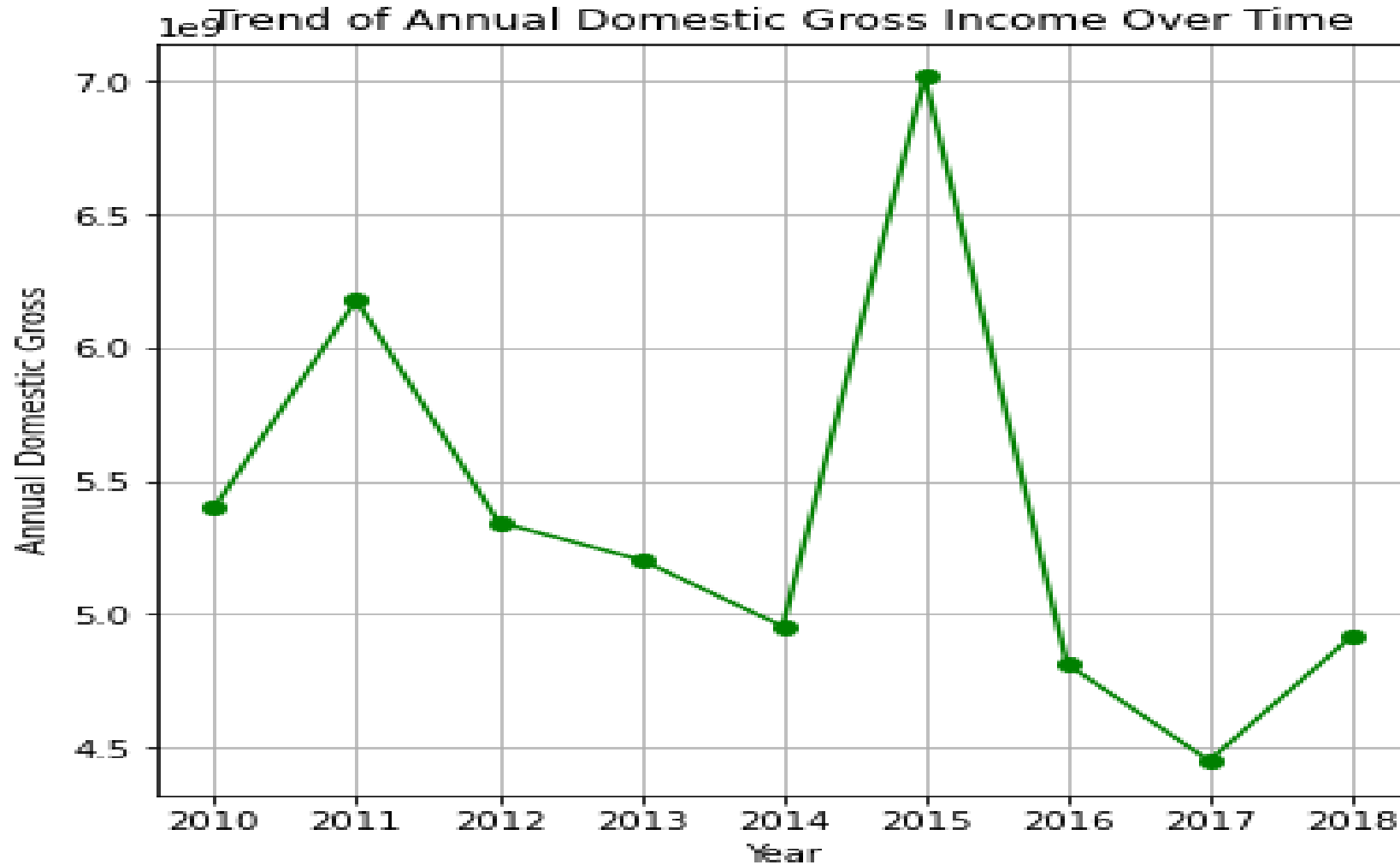
- The most created movie genre is Drama followed by Documentary and Comedy is third placed.
- This distribution tells creators prefer movies that are of one genre as compared to those with mixed

Percentage Market Share of top 10 most common genres



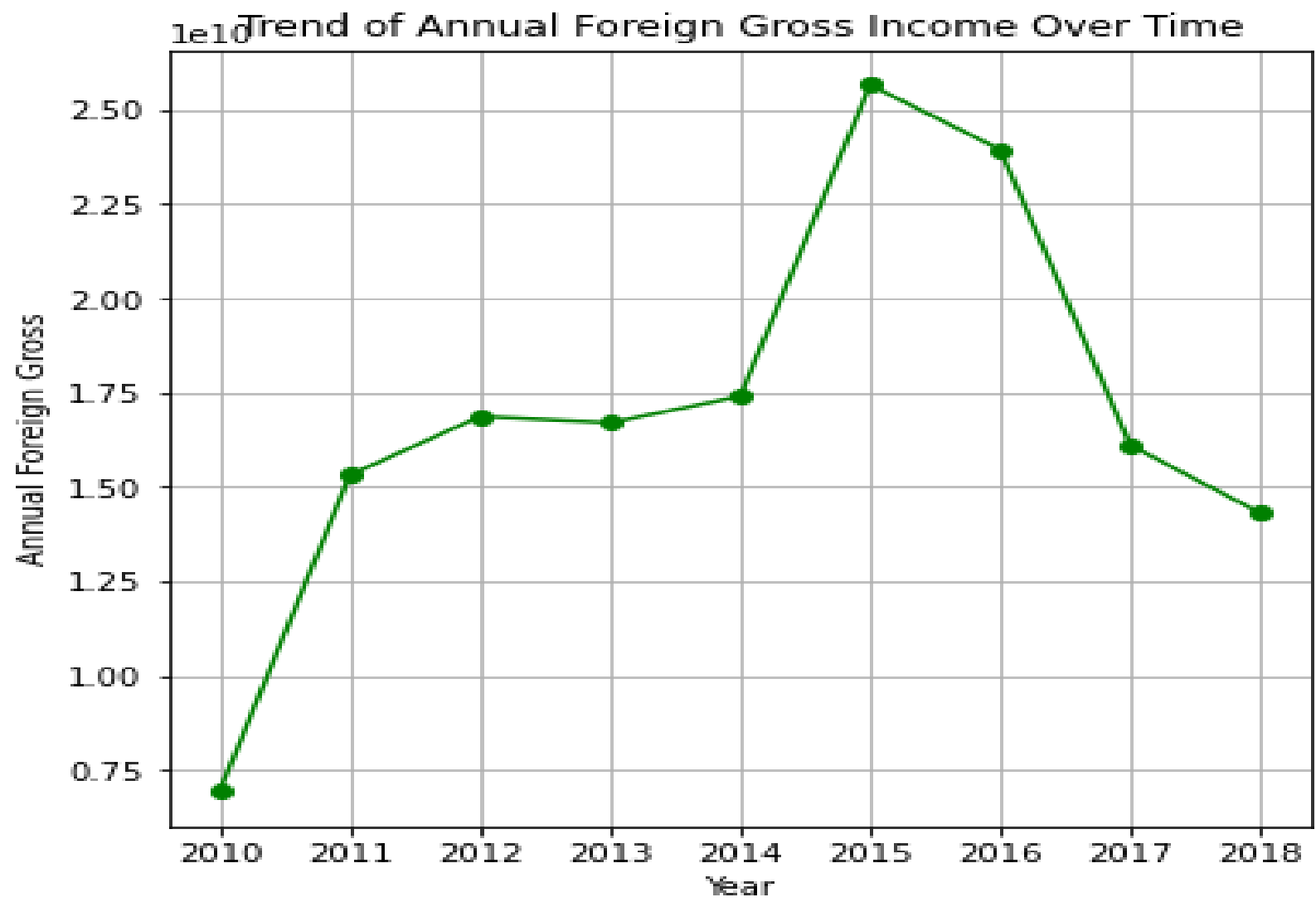
- Out of the Top ten most created genres. Movies of genre Drama commanded the highest percentage market share of 30.1 %.
- Movies that had the least market share are those that had a mix of Comedy, Drama and Romance.

Trend of Annual Domestic Gross Income Over Time



- The income gained from Domestic market has been erratic.
- The domestic gross income has had decreasing trajectory.)
- This income hit its all time high in year 2015.

Trend of Annual Foreign Gross Income Over Time



- Focused Transactional Banking engagements commenced in **June 2022**
- **38%** increase in i24/7 income (Jun-Oct 2022)
- **KES 128,902** average monthly incremental income per engaged customer

Findings & Recommendations

1

Microsoft office can consider creating movies of the genres Drama, Documentary, Comedy and Horror. They are four most popular creations. Microsoft could venture into creating movies with mixed genre as the current has not fully explored in them.

2

Movies of the Drama genre enjoy the largest share in the market. Microsoft should consider creating this genre.

3

Both Domestic and Foreign Market have erratic trajectory. This is shown by the declines and increases.

4

The company should target both market in order mitigate risk of declining incomes.

THANK YOU