

Microsoft Movie Studio  
Analysis Report by Ujjwal Poudel

# Summary

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Descriptive analysis of currently trending movies and outcome of the analysis provides with following insights:

- Adventure, Sci-Fi, Drama, Comedy, Mystery are the top genre in terms of popularity and profitability in the marketplace
- Consulting with Buena Vista(BV) is the best choice in order to start progressing in the industry
- Marketplace is full of opportunities and global exposure is must



# Business Problem

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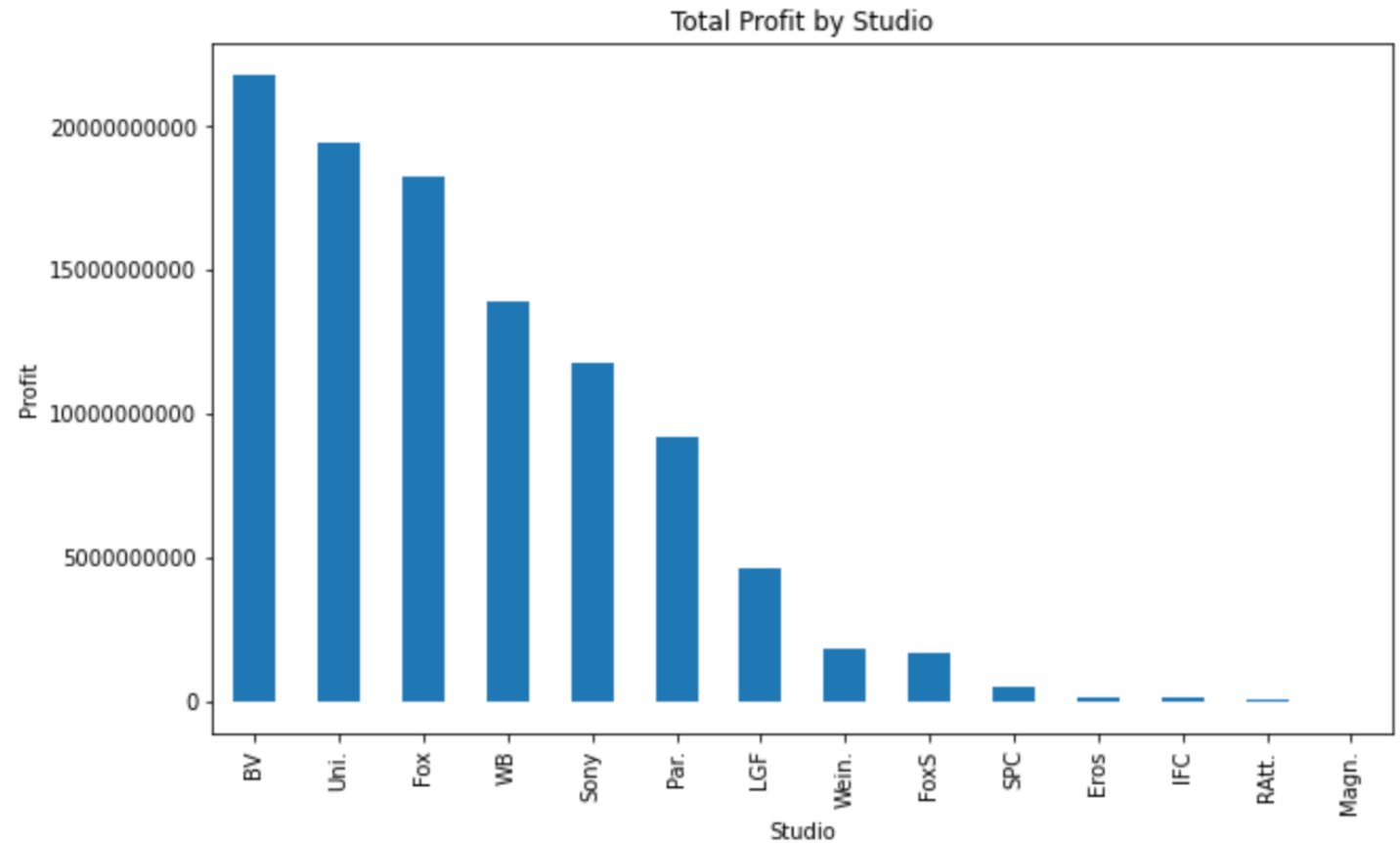
- Lack of ideas for movie creation
- What movies are currently doing best in the marketplace
- What type of movies should the studio produce



# Data and Methods

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- IMDB movie datasets
- TMDB movie datasets



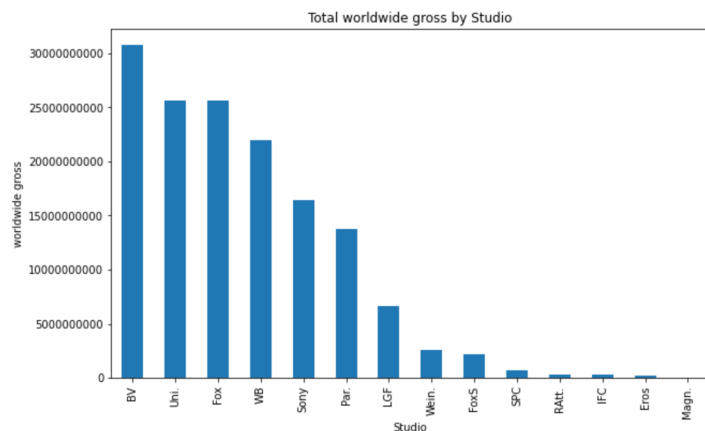
profit

genres\_tmb

Action	7.018988e+06
Action,Adventure,Animation	4.426590e+08
Action,Adventure,Biography	1.938158e+08
Action,Adventure,Comedy	3.980851e+08
Action,Adventure,Crime	1.461543e+08

# Results

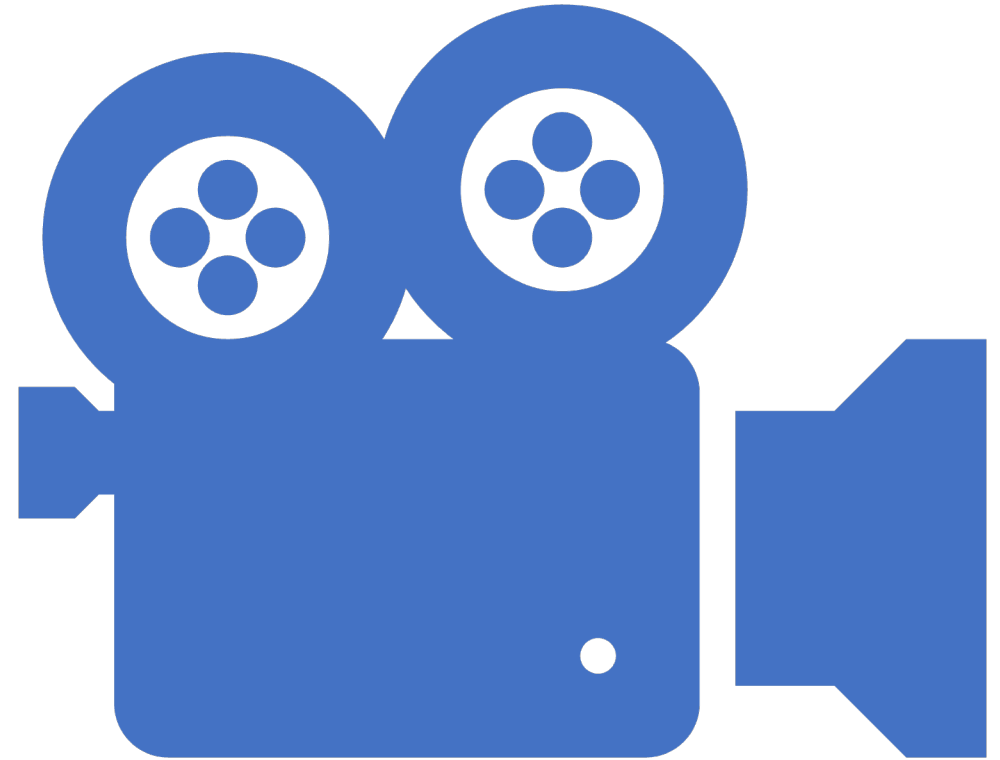
- Adventure, Drama, Sci-Fi, Comedy, Action, Animation are the top genre in the marketplace
- The listed genre are averaging billions of dollars in profit in the industry in comparison to others
- Bueno Vista is the most renown and successful studio  
Microsoft can alias or consult in order to succeed.



# Conclusion

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- There is a huge potential in the marketplace which requires Microsoft to focus on trends.
- Consulting with BV studio
- Starting the movie making with the genres such as comedy, drama, adventure, Sci-Fi



# Next Steps

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- Finding out the best marketing strategy
- Global exposure
- Focus on public interest during film making

