



# Presentation to Microsoft: Insights on the most successful movie genres.

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MOVIE PRODUCTION ANALYSIS

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# Introduction:

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Microsoft is looking to get into the movie production business by creating a new a new movie studio. In this presentation we will explore types of films that are doing the best and draw actionable insights that they will use to make decisions on what type of films to create.

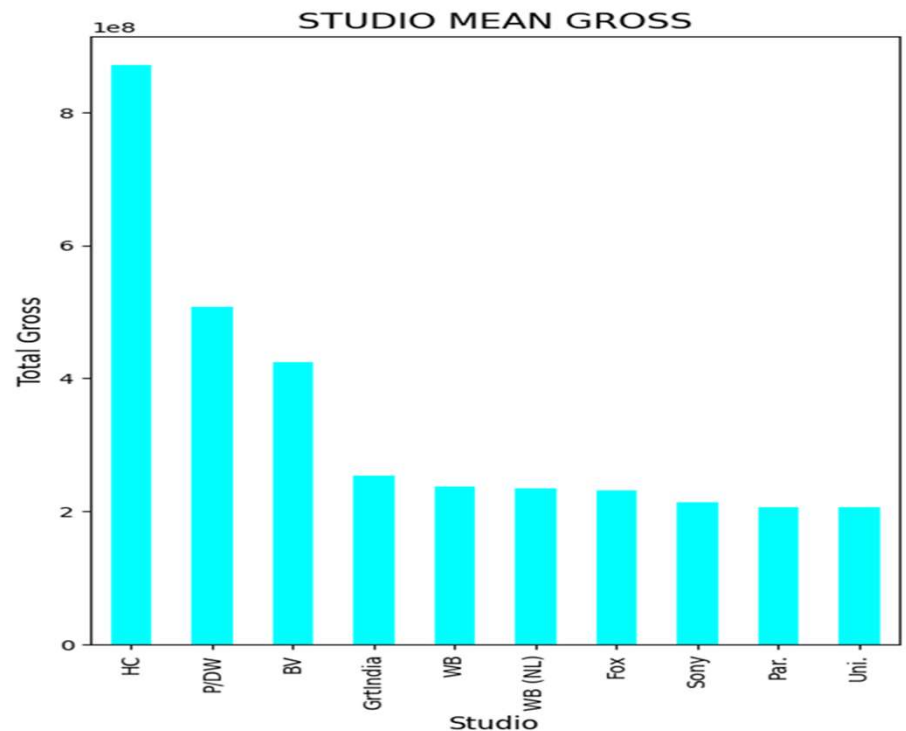
In the next few slides we will look into some of the insights drawn from the analysis.

# 1. Movie studios with the highest profit margins.

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As Microsoft begin their journey in the movie production industry I found it fit to analyze and get to know some of the studios thriving in this business.

As the graph shows HC studios has the highest profit margins and my recommendation would be for Microsoft to consider a benchmark in that studio.

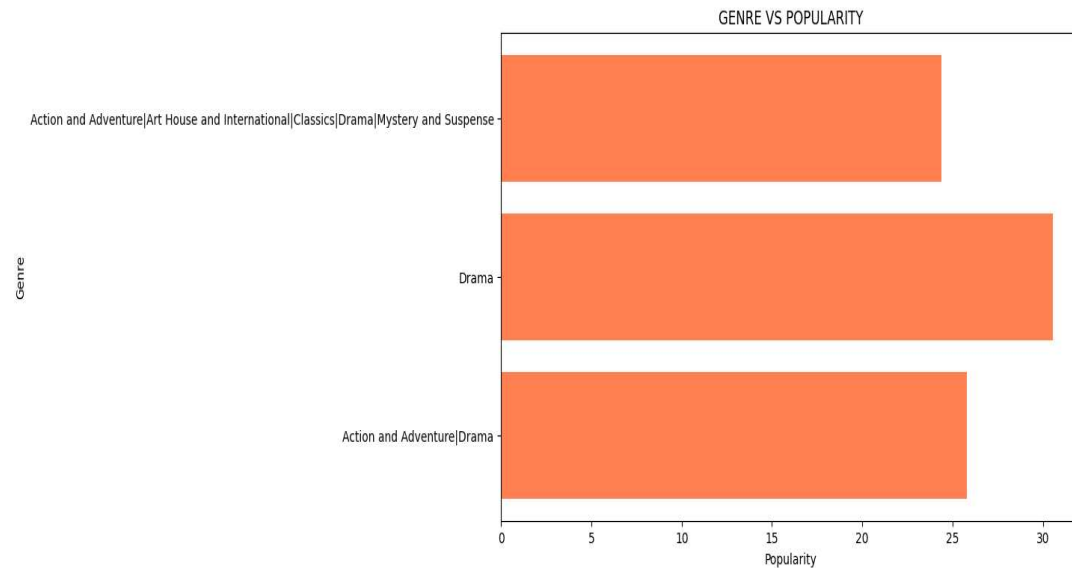


## 2. Most popular genres.

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From the analysis the graph shows the most popular genres.

I would recommend Microsoft to consider this during movie production ,genres such as Drama are the most popular this means that it has a big target audience and this will result to the success of their studio.

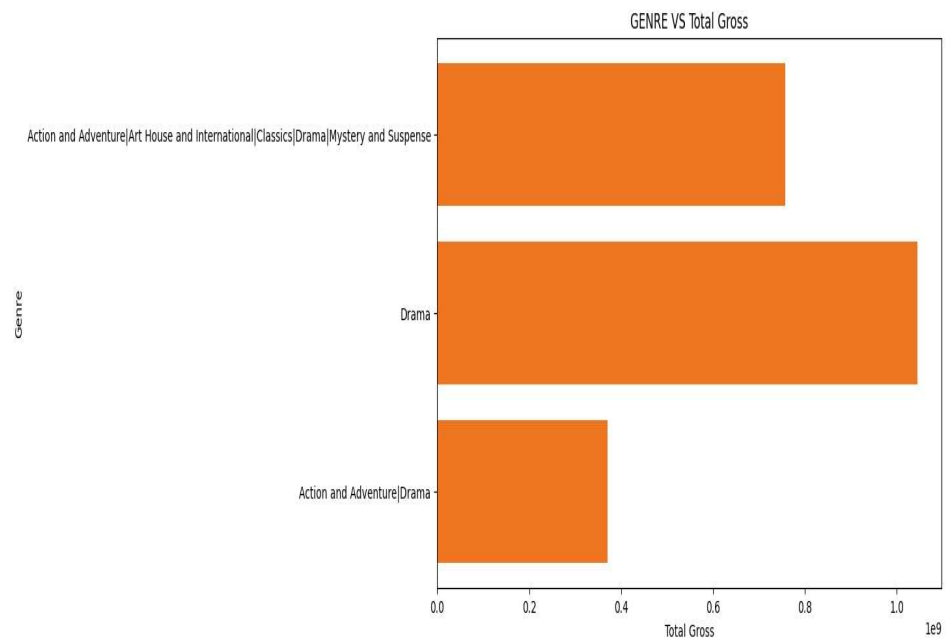


### 3. Most profitable genres.

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From my analysis, budget and profit has a linear relationship. What do I mean, you may ask? It means that the higher the budget, the higher the profit a movie will yield. The profit margin of a movie is also related to the popularity of a movie.

I'd recommend Microsoft, to consider the production of drama movies. From the analysis, its clear that drama movies are the most profitable and the most popular.



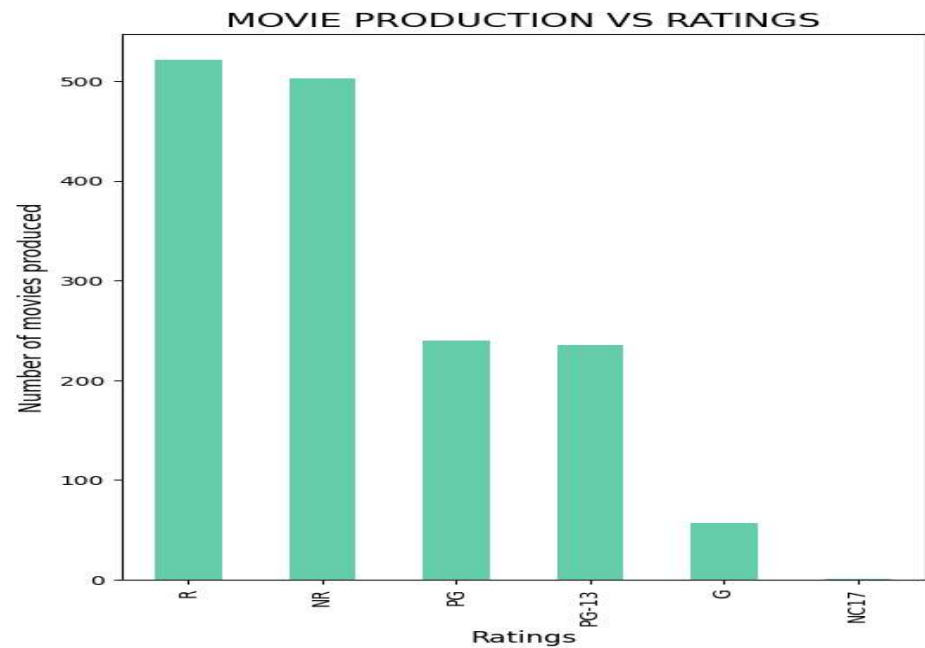
## 4. Movie production vs movie ratings.

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Lastly, we delve into how the content rating plays a role in all this.

From the analysis, rated (R) movies are the most produced.

In conclusion, I'd recommend Microsoft to focus on the (R) rated movies



# Recommendations from the analysis:

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From the analysis, the following are my recommendations to the head of Microsoft's new movie studio that can help to decide what type of films to create;

1. **External and internal Benchmarking movie studios with the highest profit margins** : From the analysis, the most profitable studios would be best for benchmarking. With this they'll get a better understanding of the current standard of business performance.
2. **Production of popular Movie Genres**: Microsoft should consider production of the popular genres as this has a big target audience, which will translate to the success of the studio. However, they should not be limited to that.
3. **Production of the most profitable movies** : From the analysis, the profit margin of a movie is directly related to the popularity of the movie.

# Recommendations from the analysis:

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4. **Movie production vs movie ratings:** Microsoft should consider to focus on the production of the (R) rated movies, as from the analysis they are the most produced. Restricted rated content is clearly what most people prefer, hence a big T.A (Target Audience).

## Conclusion:

The head of Microsoft's new movie studio should consider the above recommendations to make informed decisions about the types of films to produce.