



Microsoft's New Movie Studio

Market Analysis and Strategic Recommendations

PROJECT SUMMARY

To identify current box office trends and translate these findings into three actionable business recommendations based on:

1

Data Collection and Analysis:

Box Office Performance Trends: Genres: Analyze which genres have consistently performed well.

Themes: Identify popular themes and storylines.

Formats: Compare the performance of different formats (e.g., animated, live-action).

2

Competitive Analysis for successful Studio Strategies:

Content Portfolio: Study the mix of genres and formats in successful studios' portfolios.

Release Strategies: Analyze the timing and marketing strategies for top-performing films.

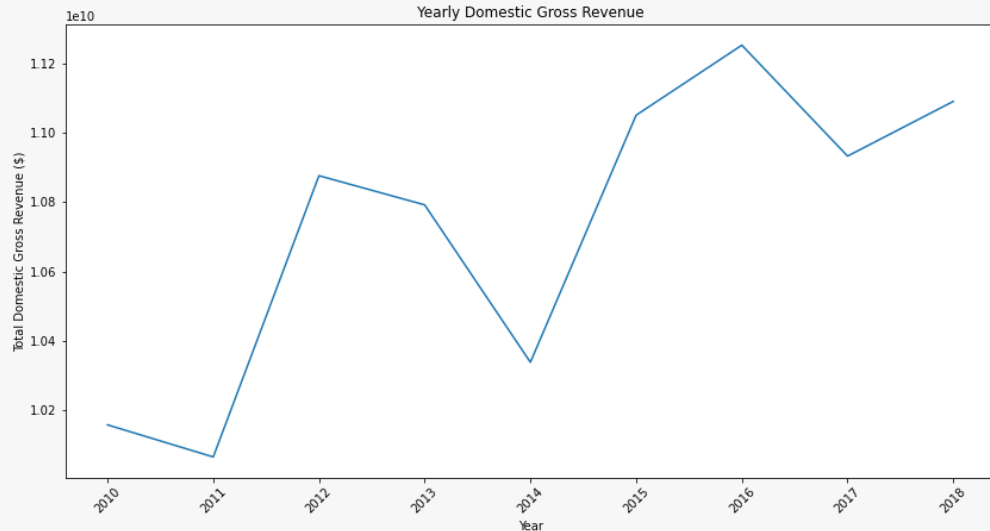
3

Consumer Insights - Audience Preferences:

Demographics: Break down preferences by age, gender, and region.

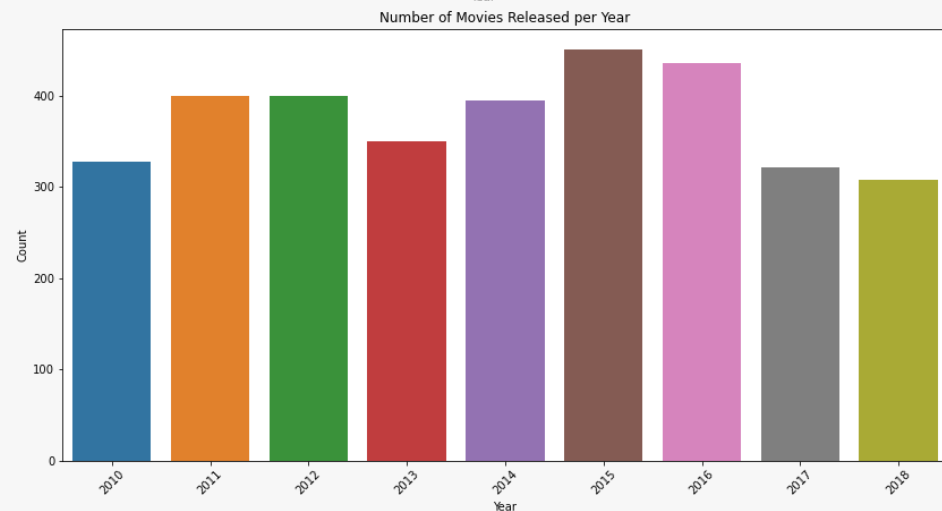
Feedback: Summarize key insights from surveys and social media analysis.

Movie REVENUES



Domestic Gross Revenue

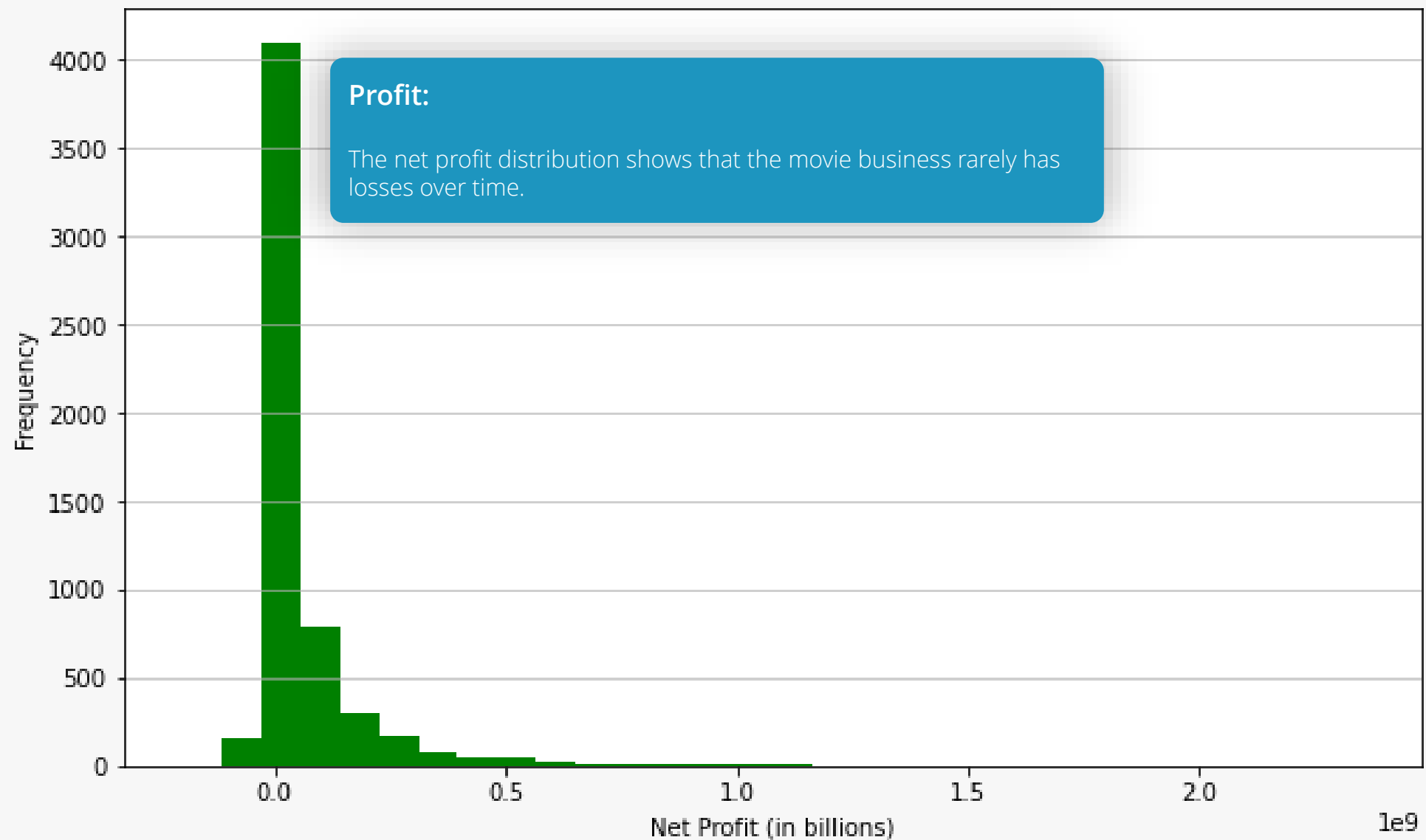
There has been significant growth in revenues in the business from 2011 to 2018 indicating a viable business

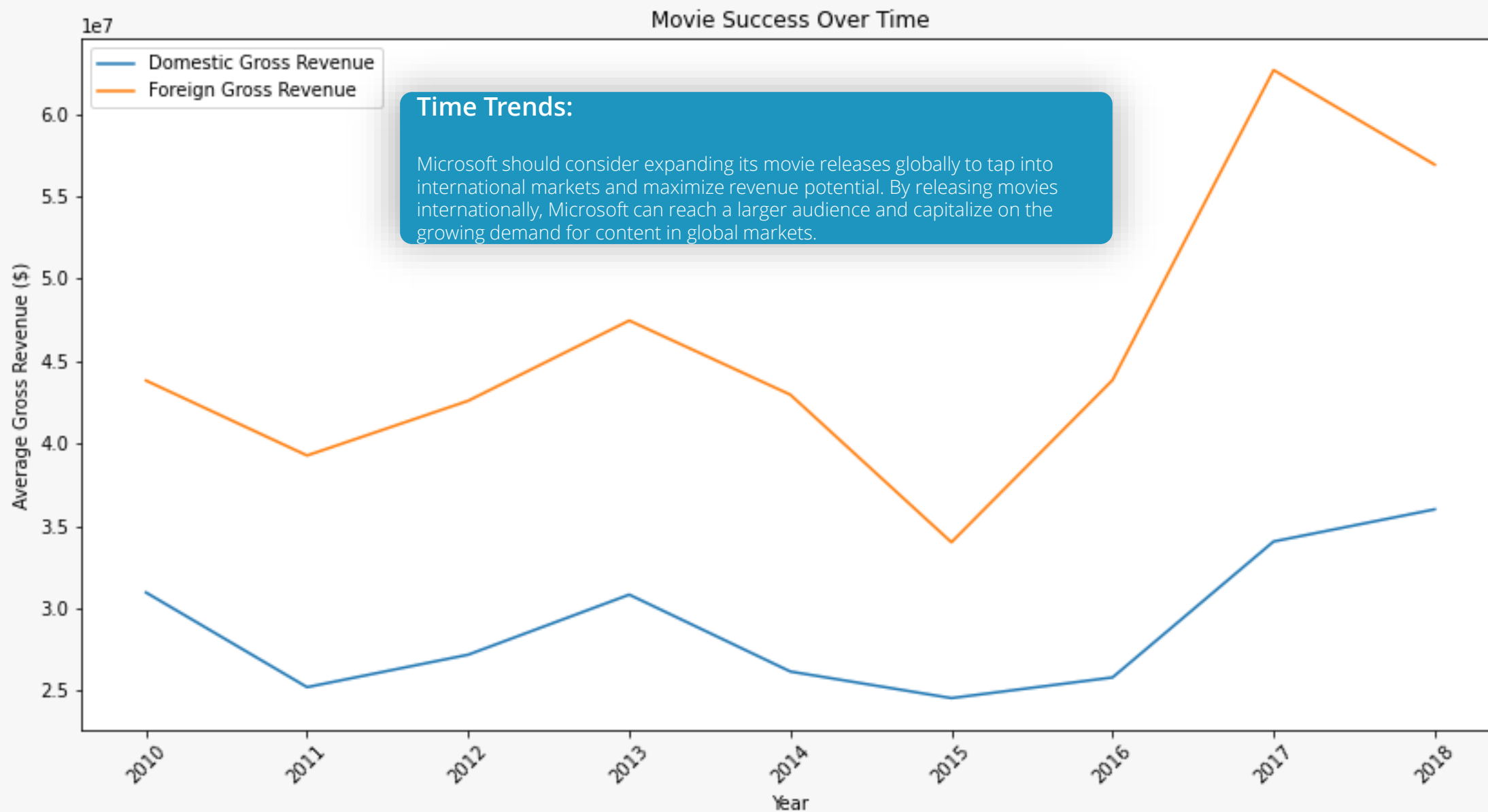


Movies released per Year

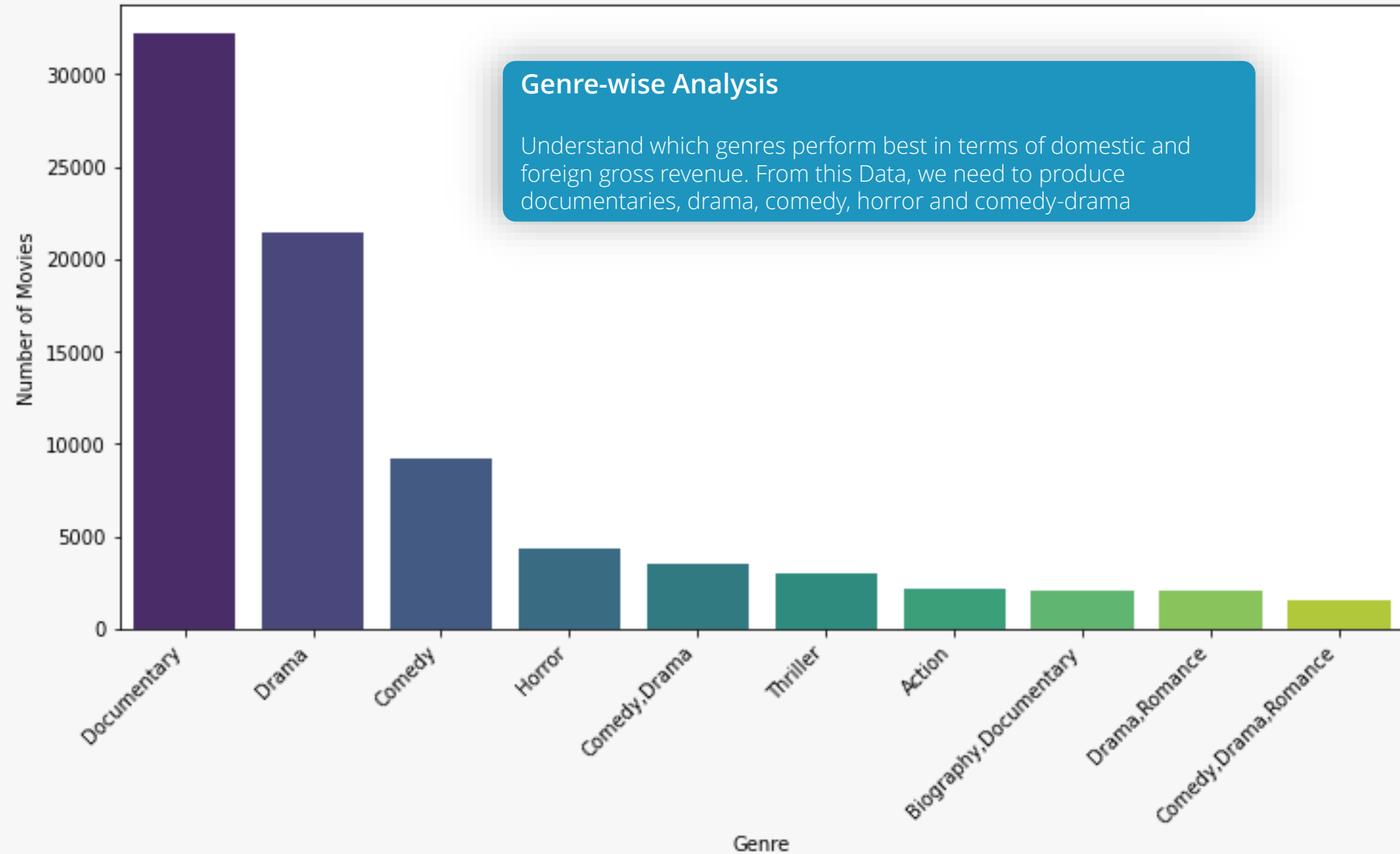
The number of movies has been consistent despite fluctuation in the gross domestic revenue

Distribution of Net Profit for Movies





Distribution of Movie Genres



PROJECT RECOMMENDATIONS

THE MOVIE BUSINESS IS VIABLE FOR INVESTMENT



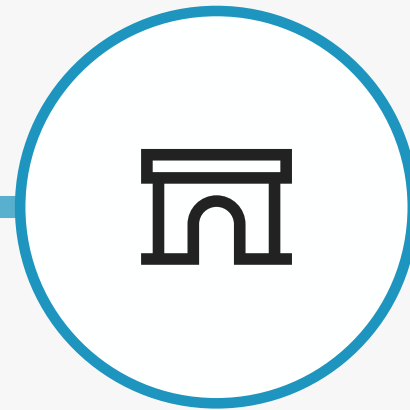
Invest in High-Budget Action and Adventure Films:

Leverage Microsoft's technological expertise to create visually stunning, high-budget action and adventure films, catering to the strong audience demand in these genres.



Develop a Balanced Content Portfolio:

Produce a mix of blockbuster films and critically acclaimed smaller projects. This strategy not only diversifies risk but also appeals to a broader audience base, ensuring steady revenue growth.



Implementation Planning Monitoring and Adjustment:

Adjust strategies based on real-time data and market changes.



Focus on Younger Audiences:

Tailor marketing strategies and content development to target the 18-34 age demographic, emphasizing innovation, visual effects, and immersive storytelling experiences.