

Microsoft Studio Research by David.N



Summary

Analysis of the box office films has lead to three main insights:

- Focus more on the foreign market as movies tend to earn more in that field.
- There is a noticeable trend in earnings so it would be better to understand this trends ie.covid-19 pandemics and world wars.
- Partner with companies known for consistently making good films as this would increase chances of success.

Outline

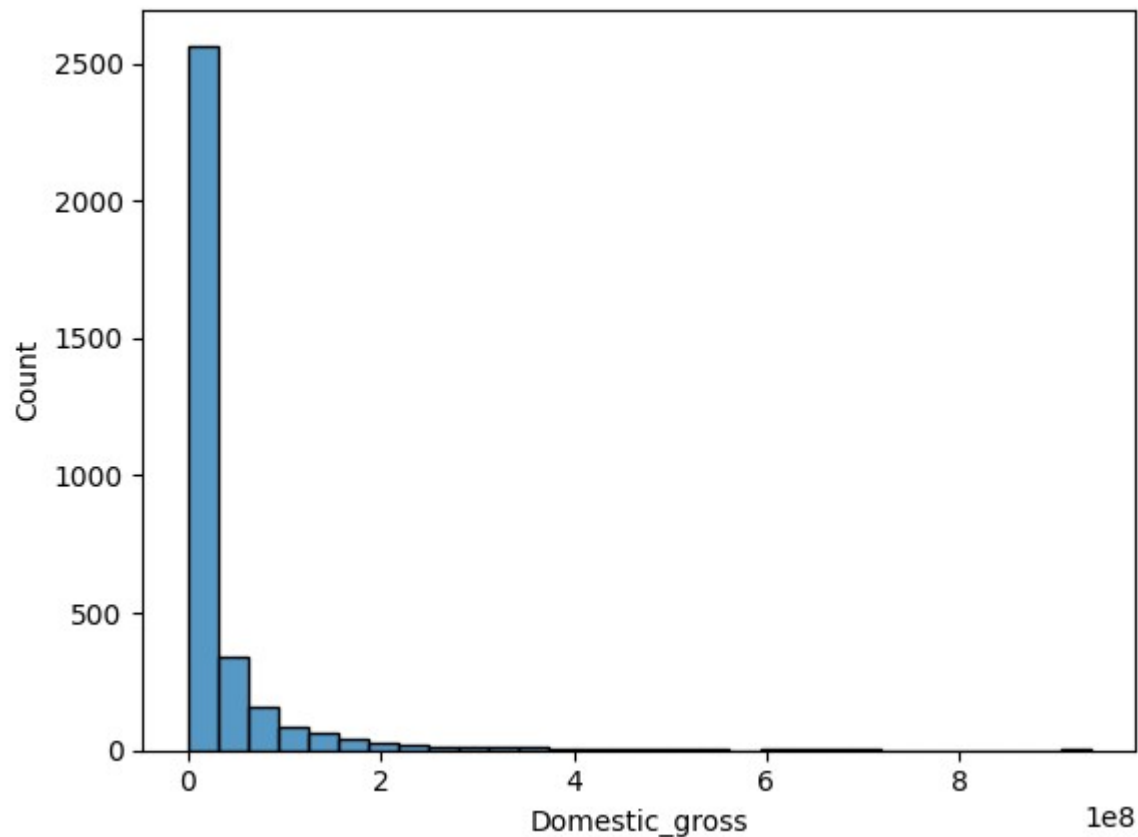
- Business Problem
- Data Methods
- Results
- Conclusions

Business Problem

- Exploring movies doing good at the box office.
- Creating a good movie studio meeting today's standards.
- Microsoft Inadequate knowledge in this particular field.

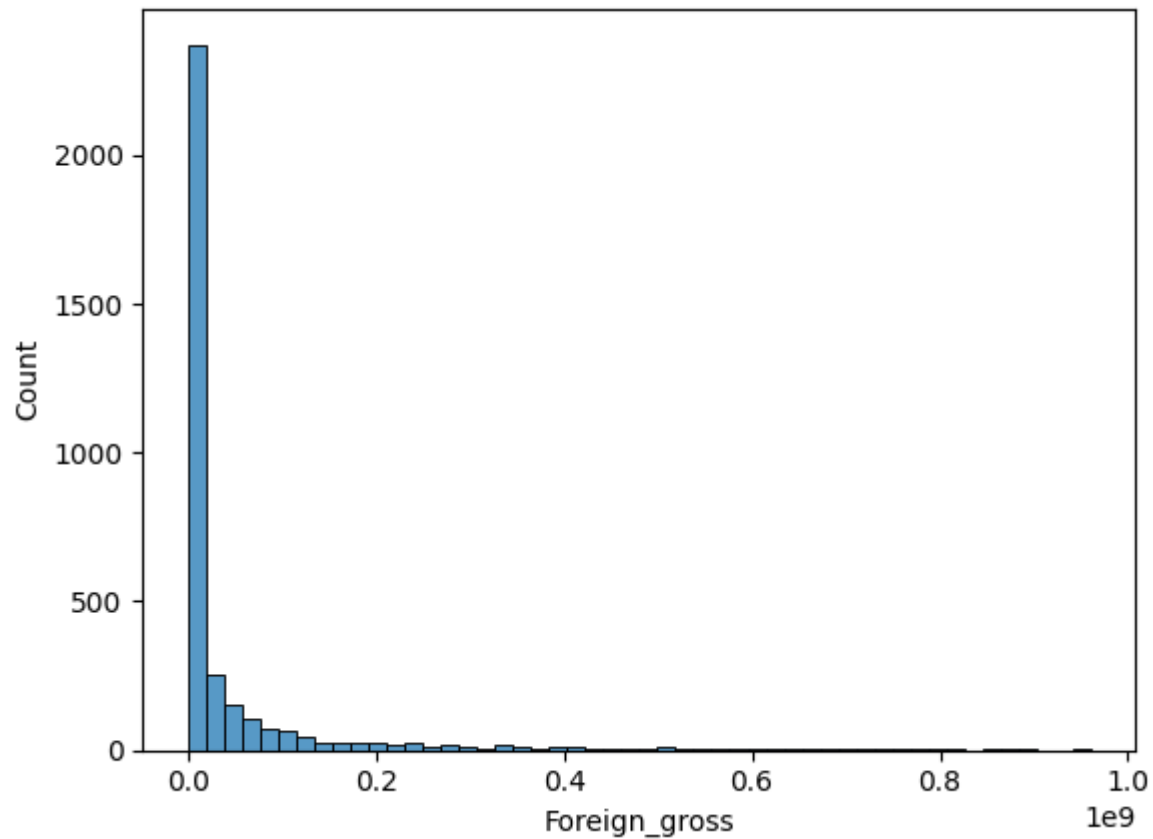
Data & Methods

- Domestic gross



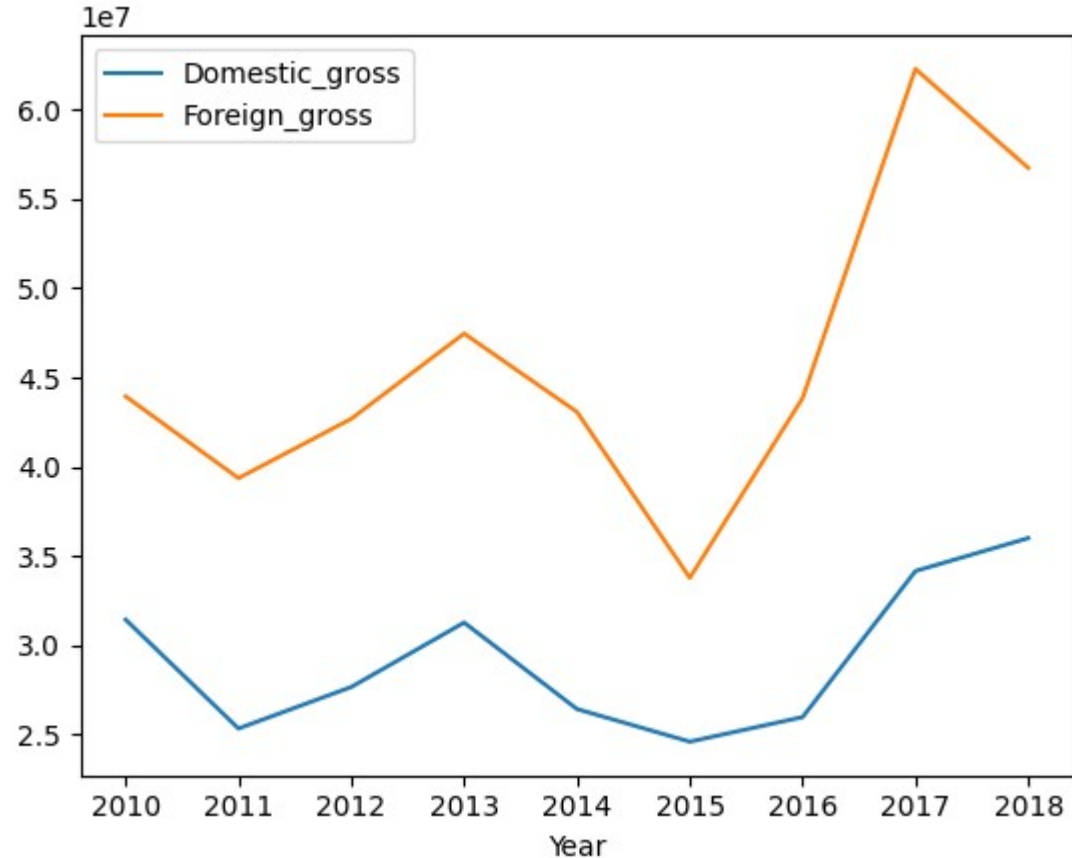
Data & Methods

- Foreign Gross



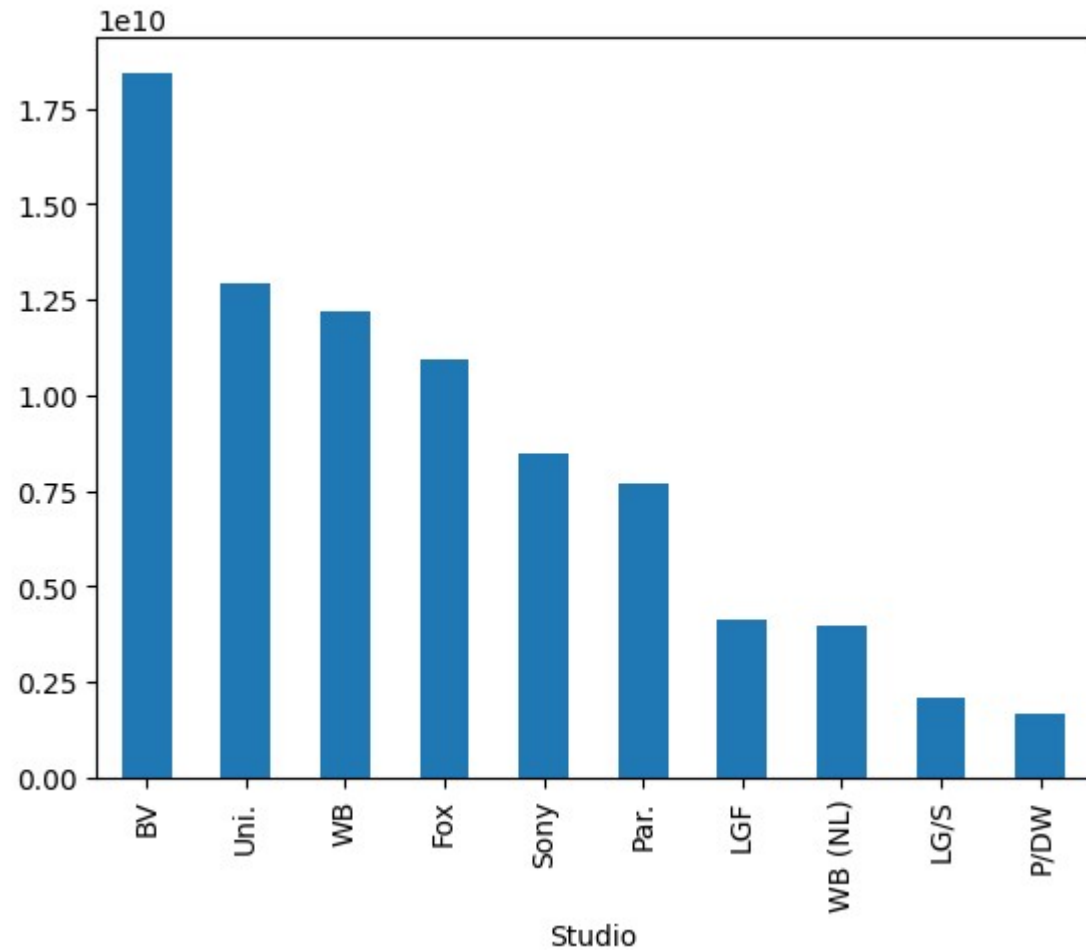
Results

- Domestic and Foreign gross trends.



Results

- Top Studios.



Conclusions

- - Focus more on the foreign market. From our research we can clearly see that movies have the occasion to perform well internationally rather than domestically, so creating movies with the foreign market in mind would also up the chances of it being a hit.
-
- - Films that did well domestically also did well in the foreign market .The studio should be in tune with the domestic atmosphere when making movies as these movies will have a high chance than movies that solely targeted the foreign market.