



MICROSOFT NEW MOVIE STUDIO ANALYSIS

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OVERVIEW

Based on the analysis of the movie dataset, the film industry demonstrates clear trends that can guide Microsoft's entry into the market. Action, drama, and adventure are among the most common and high-performing genres, consistently attracting large audiences and generating strong box office returns both domestically and internationally. However, genres like animation and family films, while less frequent, often show higher average ratings, indicating strong audience approval and long-term profitability. Production timelines vary, with comedies and thrillers typically requiring shorter runtimes and faster production cycles compared to visual effect heavy genres like science fiction or fantasy. Furthermore, movies with higher budgets (particularly in action and adventure) tend to dominate foreign markets, while smaller-budget dramas and comedies achieve profitability through social media with the introduction of reels (short films) and domestic performances. These insights suggest a balanced strategy of investing in high-performing blockbuster genres while also exploring other cost-effective genres that can

deliver strong ratings and brand credibility. Hence, studios don't need to focus on one genre of film to generate good sales. They can explore others at the same time.

BUSINESS PROBLEM

Microsoft want to venture into the video creation industry. In order to keep up with the modern ways of video creation, they are thinking of setting up a new movie studio. This will be able to provide insight on what kind of genres they may want to start with. This will give them a guide on what kind of movie studio they will invest in. Moreover, provide more information about other genres.

DATA

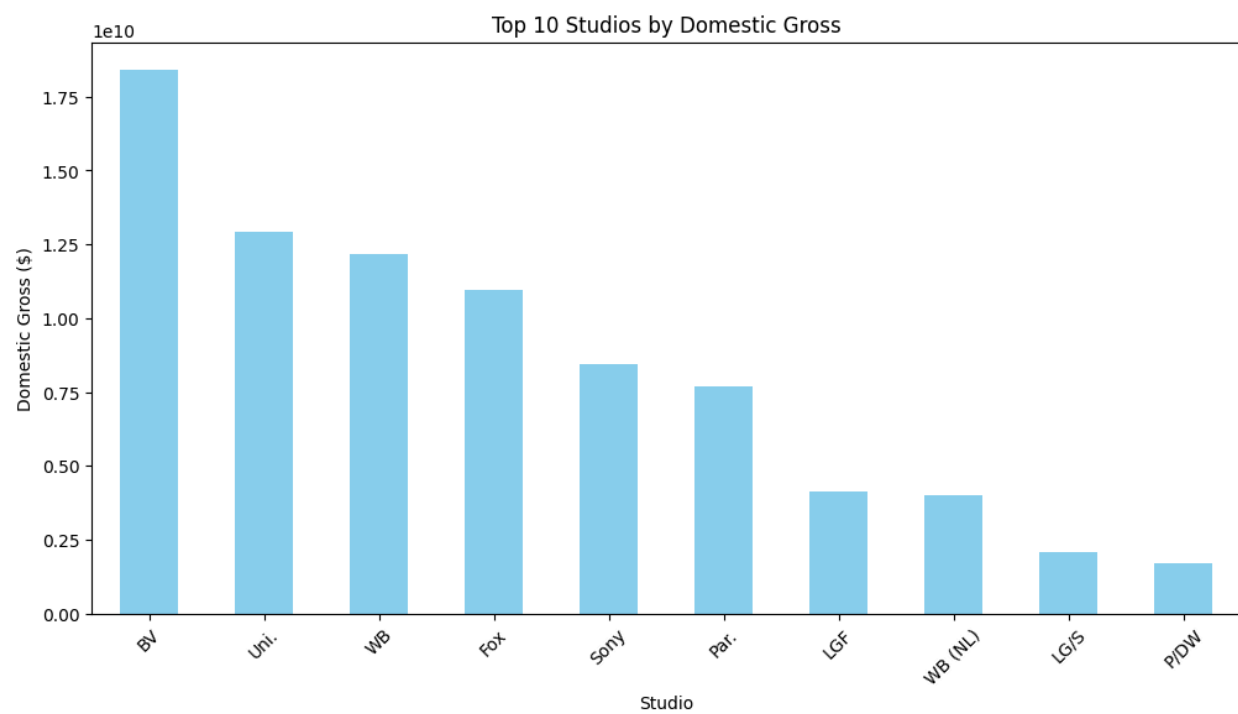
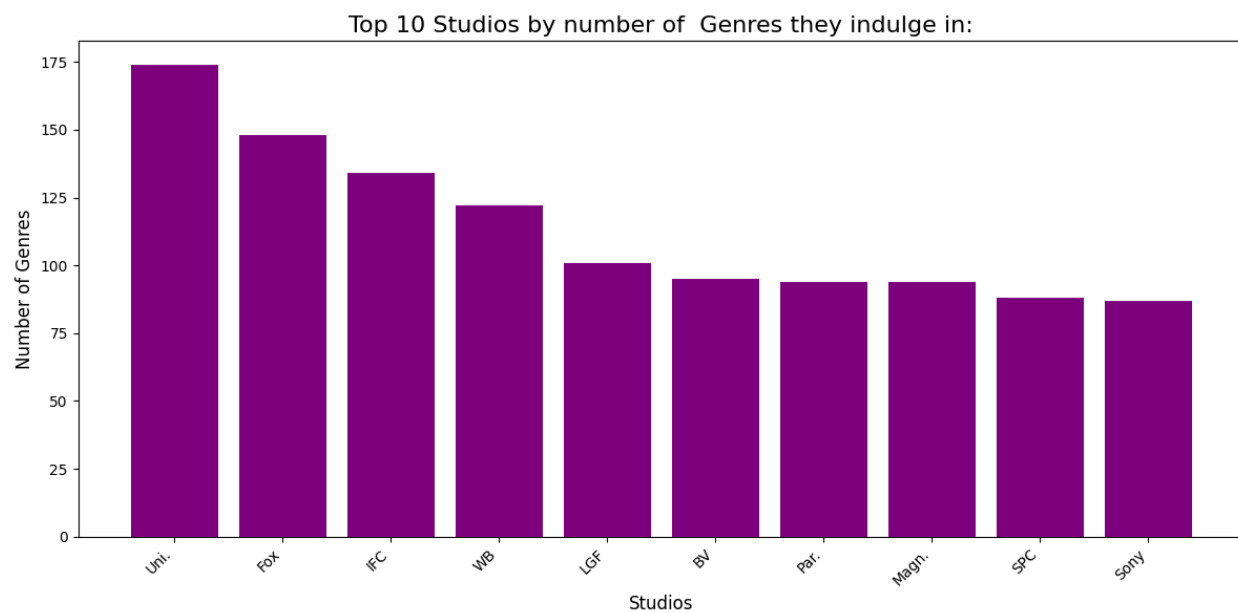
The data used is from videos and movies created in the past 20 years by prominent studios and non-prominent studios. They give the title ratings of various movies, the movie's original and primary titles, the studios involved in each movie, the genres and sales made both domestically and internationally.

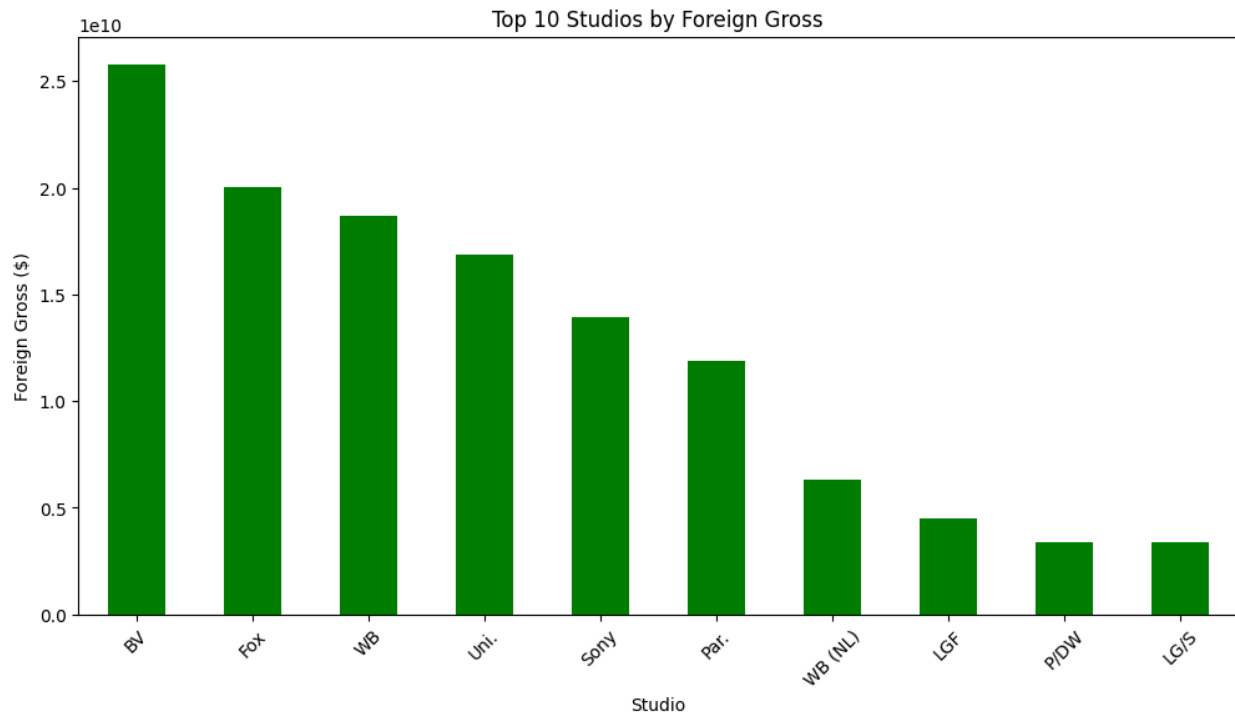
METHODS

The project uses descriptive analysis where it provides insight into what has already happened in the film industry. This provides useful overview on what genres are watched the most, sales of movies and average ratings.

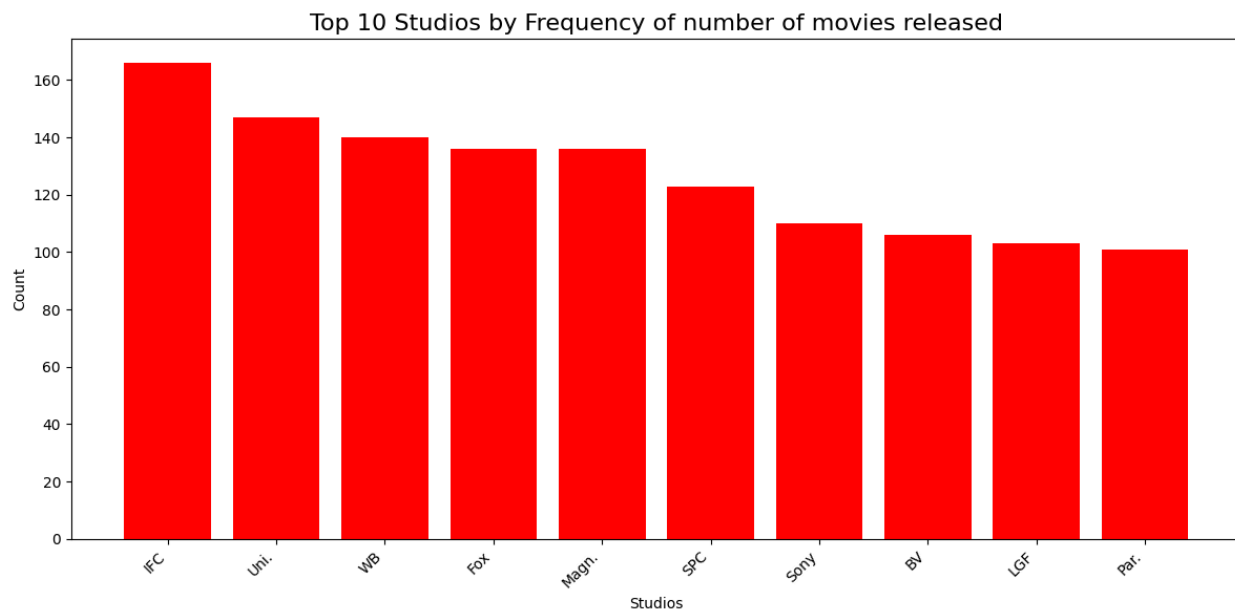
RESULTS

The top ten movie studios that generated the most domestic gross profit and foreign gross profit over the years have achieved this due to similar reasons but the main one would be engaging in more than one genre.

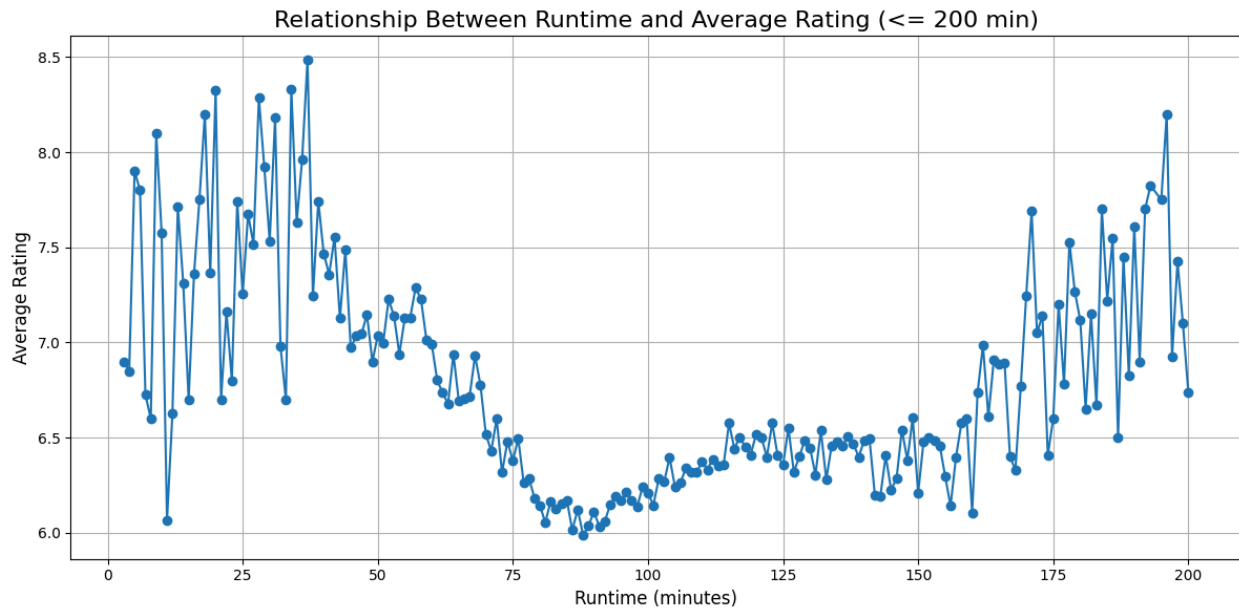




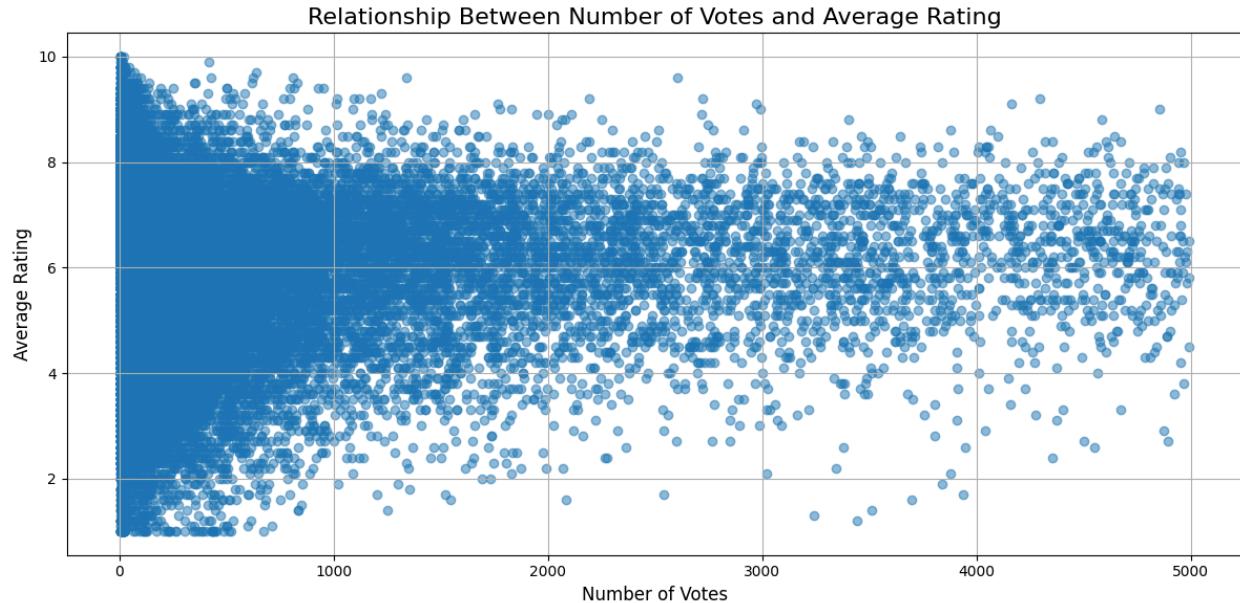
As you can see from above the more genres a studio engages in the more income the generate both locally and internationally. Moreover the frequency in film production also plays a role in distribution in sales. Studios that produce more films tend to generate more income but this is not always the case because a factor like rating also comes into play.



However this is not the only contributing factor as some films may have been produced by top studios but have poor ratings and this is affected by runtime mostly.



From the data above someone can already see that users either enjoy a good short film or get invested to a long film that captivates them. However, average ratings are also dependant on the number of people who voted on the film and the higher the vote count the more likely of a good rating.



CONCLUSION

This analysis leads to two conclusions:

- 1) Do not invest in very lengthy films at first because it takes time for them to get attraction hence could lead to loss. Invest in genres that can create short films like drama and comedy where you keep it short and entertaining for users. However if a long film is the target invest in genres that have a large runtime for example action and adventure films
- 2) Invest in more than one genre. Do not focus on one genre invest in other forms of genre but also calculating the risk to invest in them.