

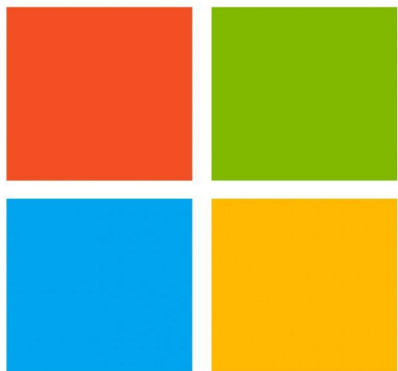
Microsoft Movies

Giving the Film industry a run for its money...

Alex H. Macy

Lateral Growth

Company



Microsoft

Our new IP



**Microsoft
Movies & TV**

- Warner Bros., MGM, Universal Studios, Columbia Pictures, Paramount Pictures
- Youtube, Instagram, Tik-Tok

Market Analysis

Database

Data Mining

Insights



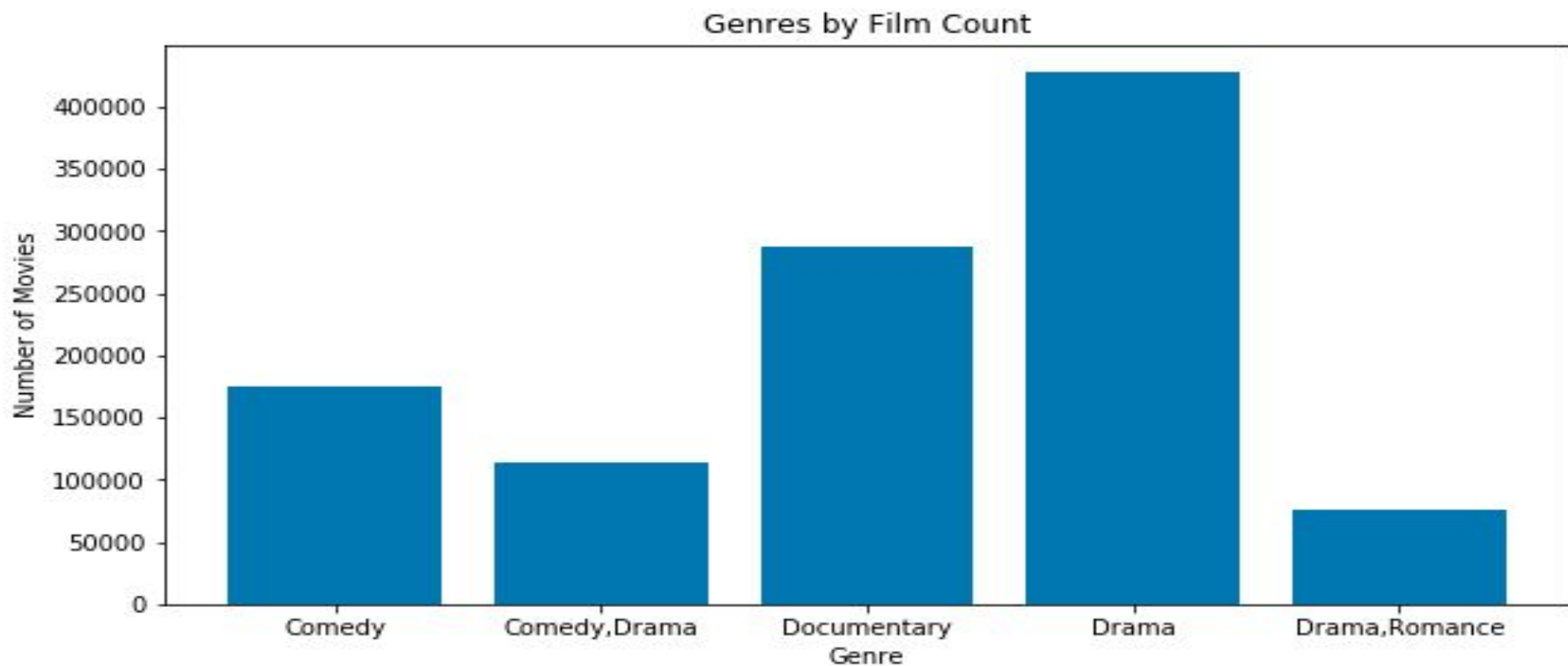
Box Office
Mojo
by IMDbPro



Question 1:

What are the Top 5 Film Genres?

Drama: 427,959 titles

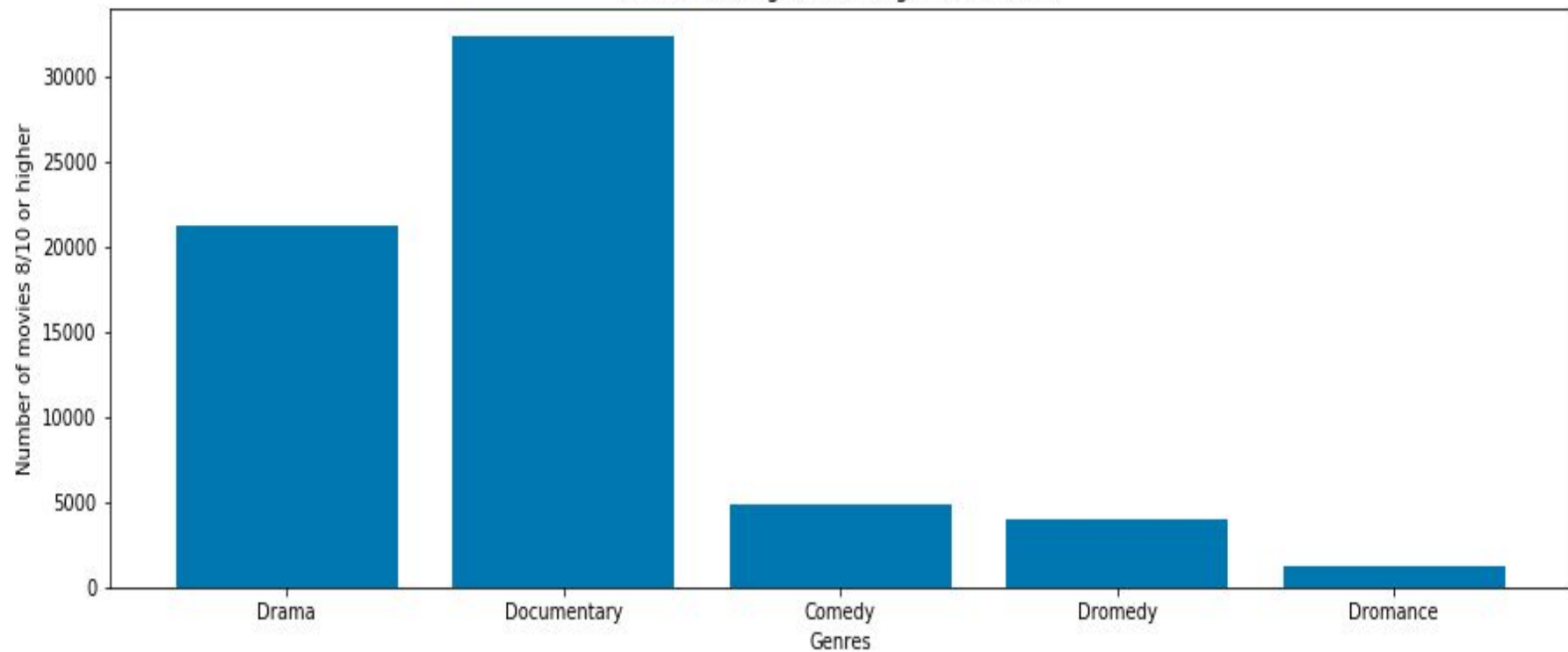




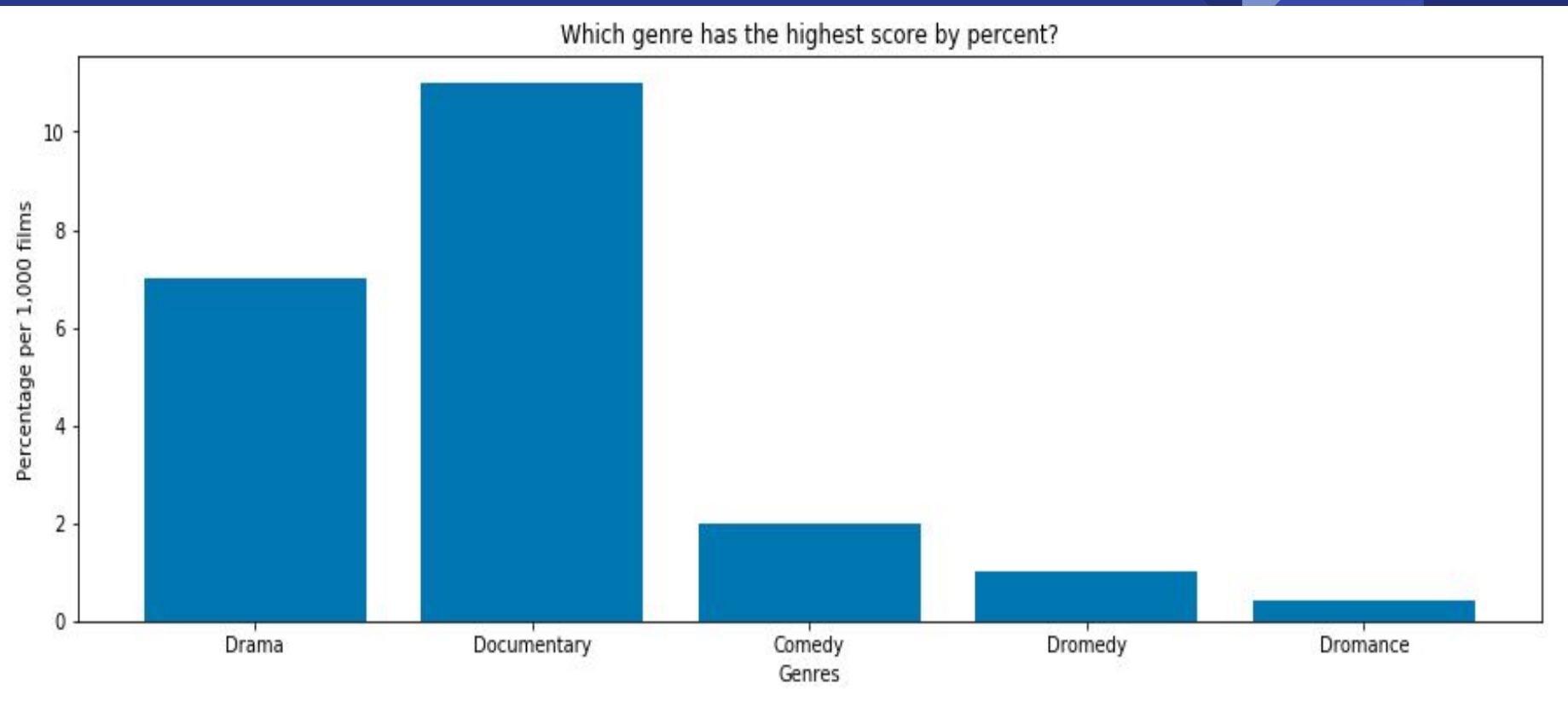
Question 2:

But was 'Drama' also the highest rated among critics and audience members?

What is the highest rated genre on IMDB?



And by percent:



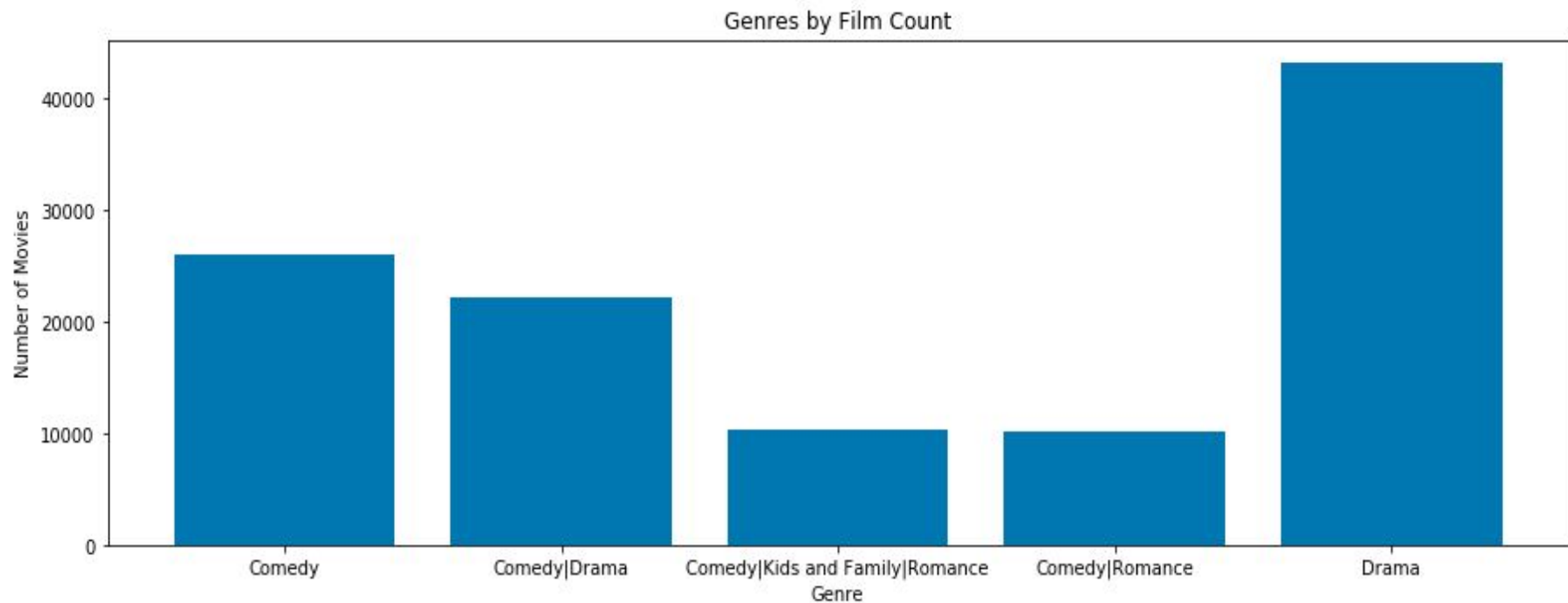


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Question 3:

What was the most common genre across Rotten Tomatoes, The Movie Database, Box Office Mojo?

Drama: 42,080 titles



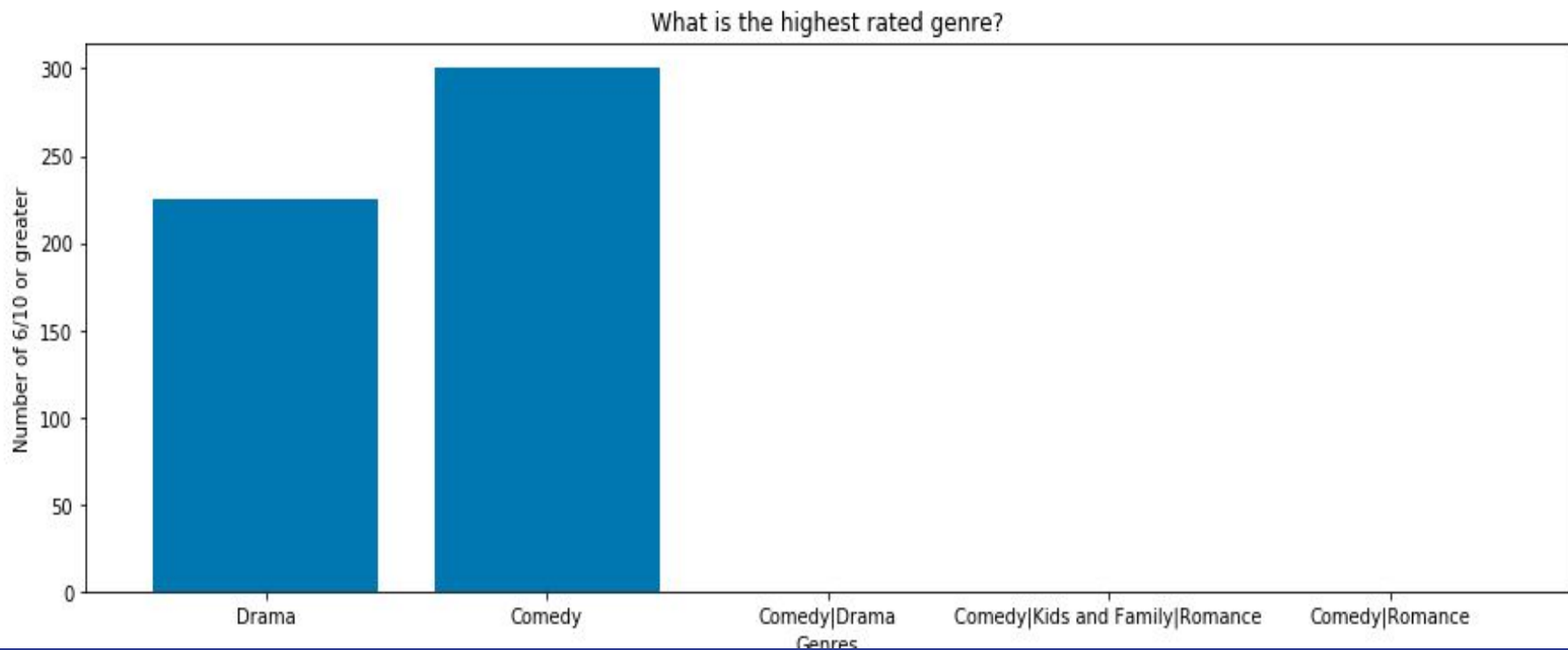


Box Office
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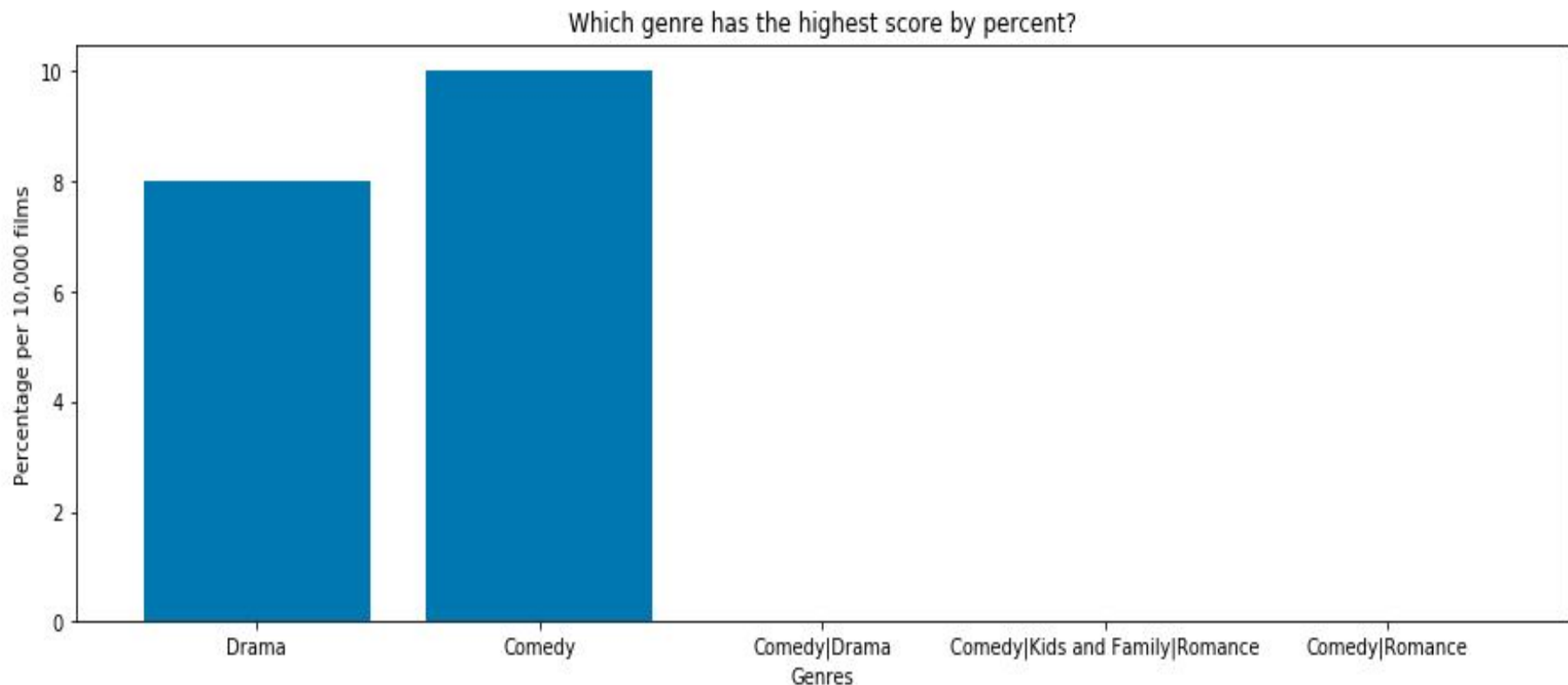
Question 4:

Across these databases, what is the top rated genre?

Comedy... Not Documentary or Drama.



And by percent:



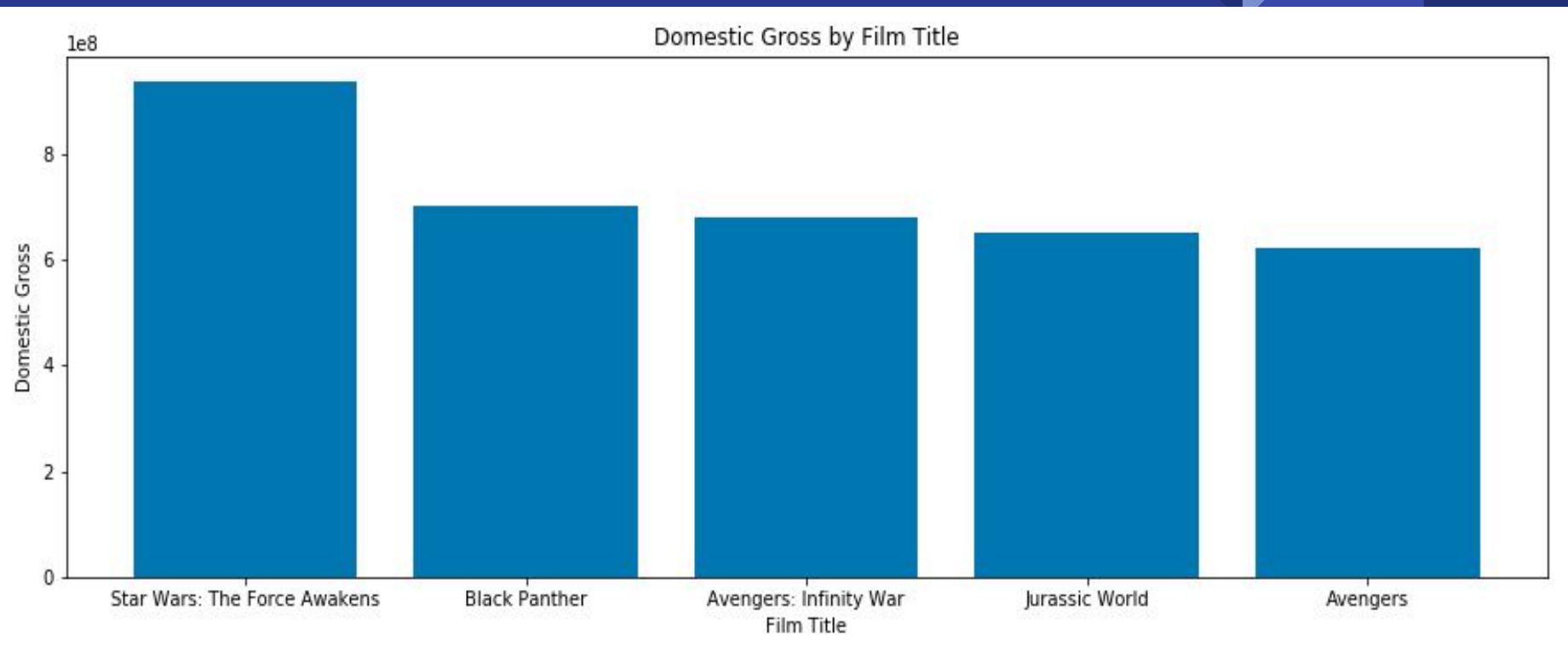


Box Office
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Question 5:

What were the top 5 grossing films?

Star Wars. Drama/Action/Comedy



Conclusion

- Too many Dramas.
- Documentary highest rated, followed by Comedies.
- Action films make the most money.
- Microsoft should pursue:
 - Action / Comedy

