

PRESENTATION TO MICROSOFT ON FILMS TO CONSIDER PRODUCING

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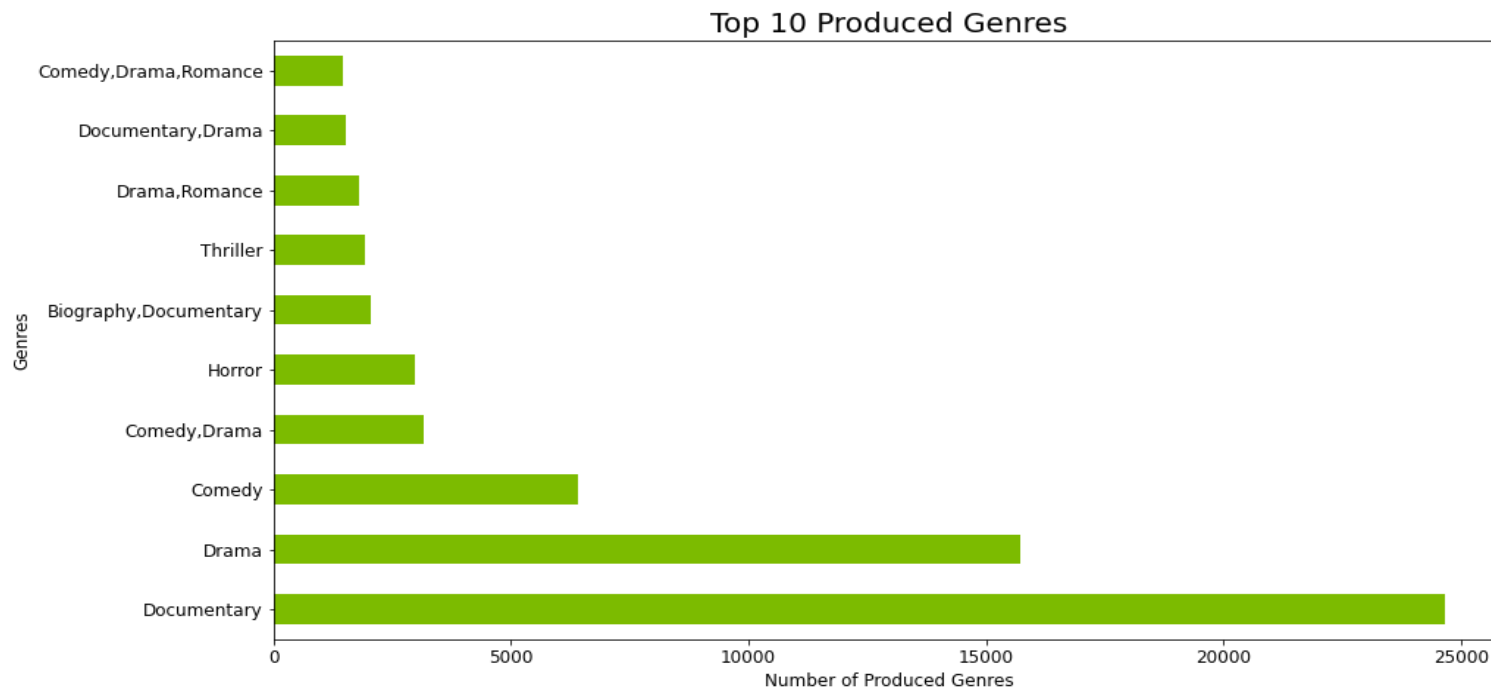
FULL TIME

INTRODUCTION

A NEW BUSINESS VENTURE CALLS FOR LOTS OF RESEARCH AND ANALYZING THE EXISTING TOP PERFORMING ORGANIZATIONS IN THE FIELD AS A GUIDE TO KNOW WHAT SPECIFIC NICHE TO VENTURE INTO. MICROSOFT IS IN DIRE NEED TO GET INTO THE FILM INDUSTRY AND WITH THAT MENTIONED, IDENTIFICATION OF THE BEST PERFORMING FILM PRODUCTION COMPANIES IS NEEDED SO AS TO HAVE INSIGHTS ON THE PROFITABLE DIRECTION THAT MICROSOFT SHOULD CONSIDER.

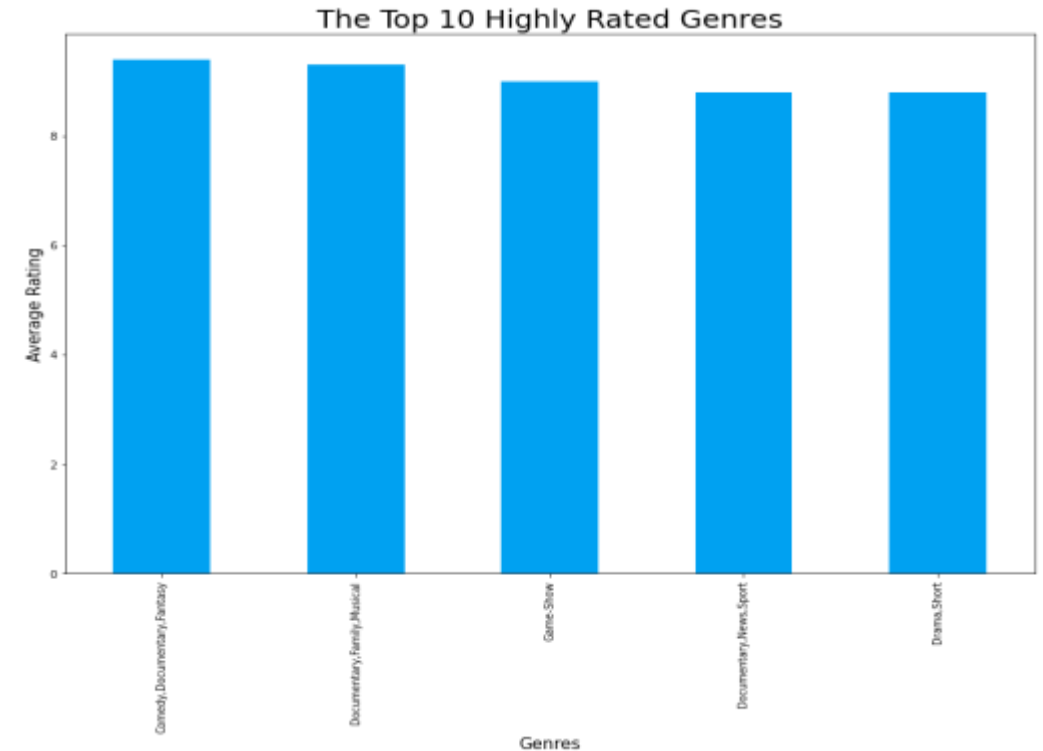
Top 10 Produced Genres

- The first thing considered was the most produced genres by different production companies, so as to get more insights on what to expect and prepare for. From the graph below, documentaries are the most produced genres.



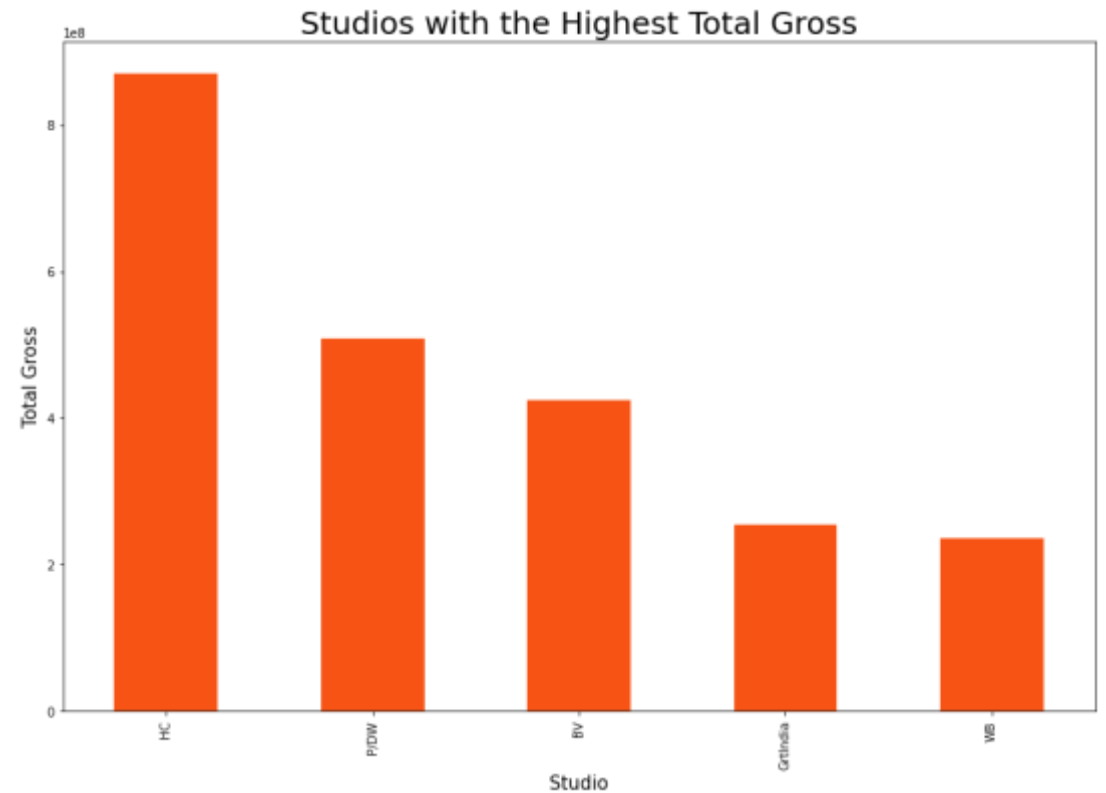
Top 10 Highly Rated Genres

- The success of a genre/film is mainly measured by the average rating. Average rating was performed and the visuals are as attached and what we see is that the highest rated genre is Comedy, Documentary, Fantasy



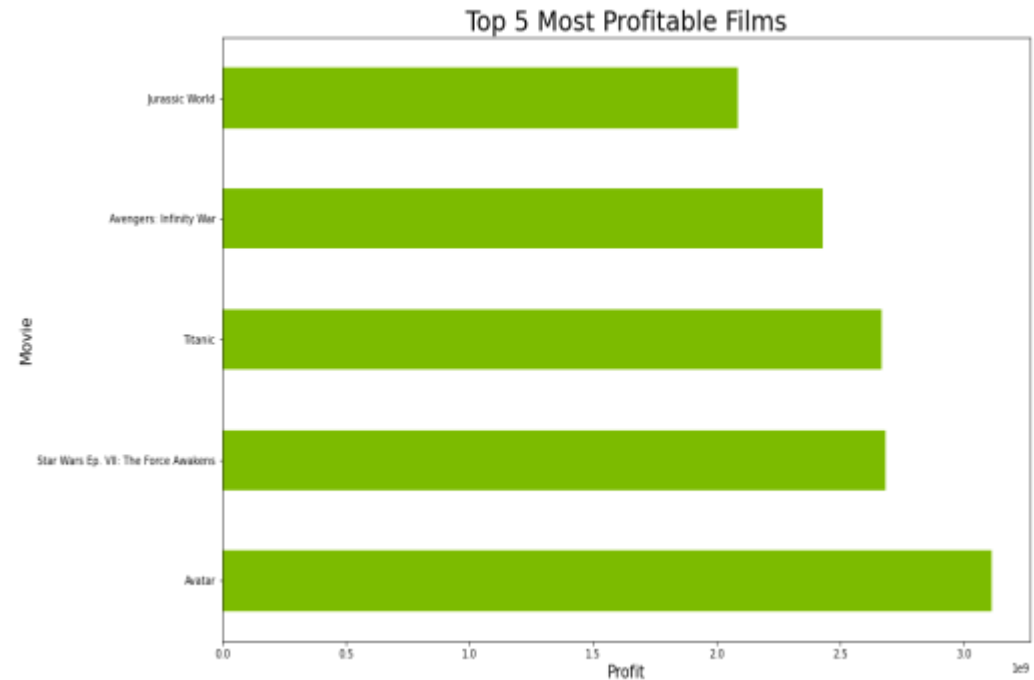
Studios with the Highest Total Gross

- ▶ As Microsoft is setting up the studio on where to be producing the films, it is wise enough to know the most profitable studios and their setup so as to borrow a leaf and improve the studio further. Different studios were looked into and the studios with the highest total gross income were identified. The HC studio is one with the highest gross income.



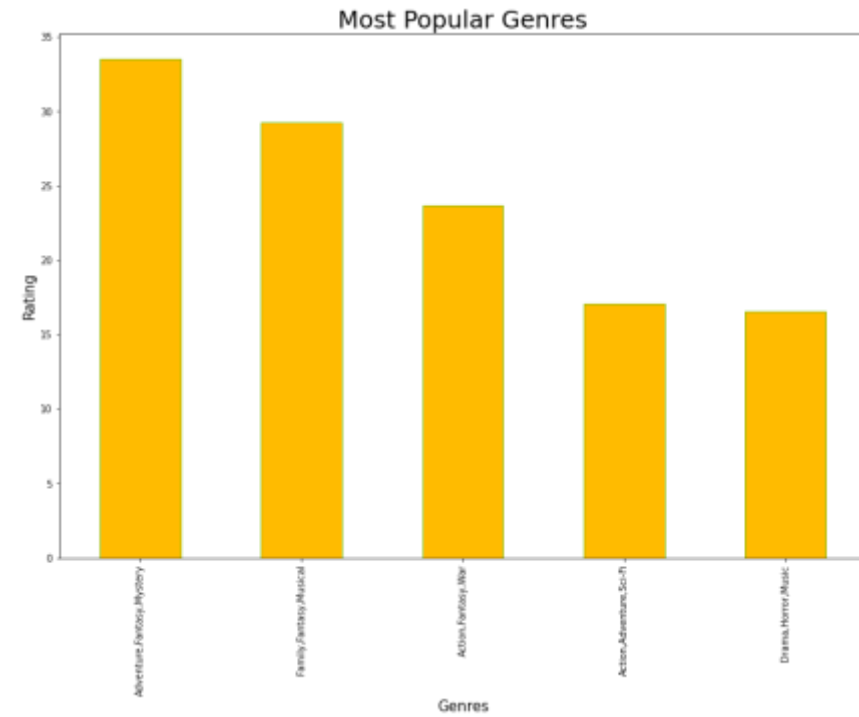
Top 5 Most Profitable Films

- ▶ Aside from the best performing genres. The best performing movies were also looked into so as to get a gist of what the audience appreciates which went hand in hand with the profits the movie made. From the analysis we got to have a feel of the most appreciated and profitable movies from different production houses. Avatar was the most profitable movie.



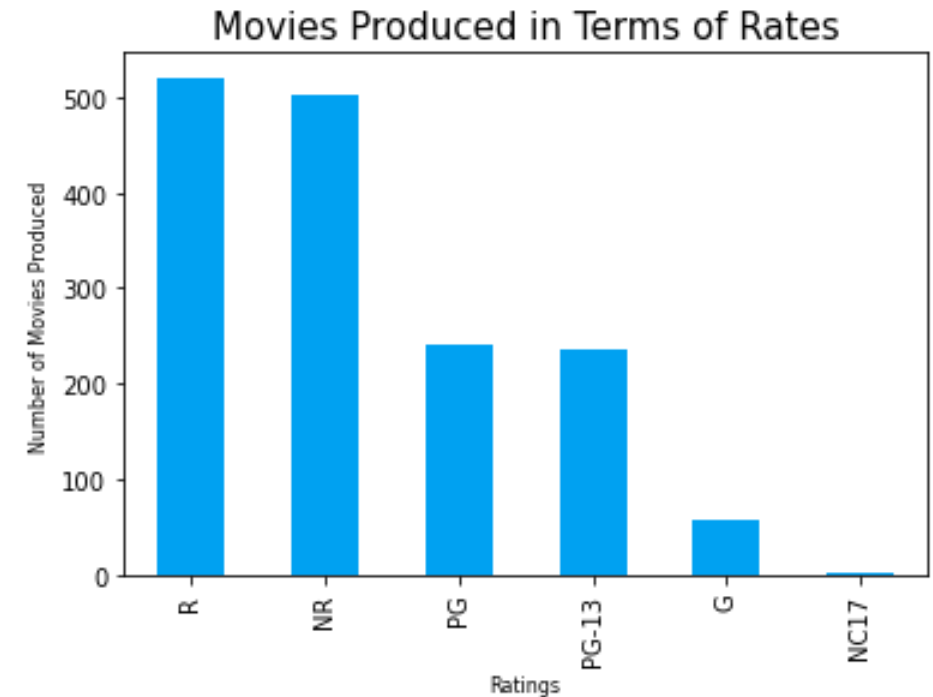
Most Popular Genres

Genre is one of the most crucial issues that Microsoft should consider and in previous charts the genres have been checked to detail since once Microsoft hacks in identifying the best genres to consider it would be a win in matters profitability since we are in a business related world.



Movies Produced in Terms of Ratings

- Films are produced with consideration of the audience in terms of age especially adult content and kids content. It is great to know the most produced movies in terms of rating so as to know if the best to concentrate on is adult content or Kids related content. The rated movies are the most produced.



Recommendations

- ▶ The analysis has brought forth different aspects of the data. The recommendation I would make to Microsoft are as follows:
- ▶ The varieties to choose in terms of genres should not be limited but diverse, I would recommend Documentaries as its one of the most produced and also highly rated, this feels it will be profitable since companies rarely invest in non-profitable content, but they should not tie themselves to that only, I would as well recommend production of science fiction movies as we've seen they made the top list of the most profitable friends such as Avatar
- ▶ Microsoft should also familiarize themselves with the HC studio to see the set up and the details in the studio to get a feel of the diverse backgrounds it has to get a feel of the most profitable studio and what they have in store that makes them the best yet.
- ▶ In terms of the content, Microsoft should consider producing rated movies that is they should specify the warnings of the content in the film, this will be not only respectful to the audience as well as ensure protecting kids from content that is not meant for them.