

INDUSTRY INVESTMENT

MICROSOFT





Hello

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BACKGROUND

Microsoft is looking to engage into the film industry and checking to see where best they can channel investments

Focusing on past performance of the market we can determine whether it would be profitable to join the market

With studio production data and past performance of sales we can get insights on whether they should join in the market



#Quote

**“Profit is the ignition system of our
economic engine”**



Data Exploration

- 5 features in total : 2 numerical data, 3 categorical data
- Total Data Points : 3359

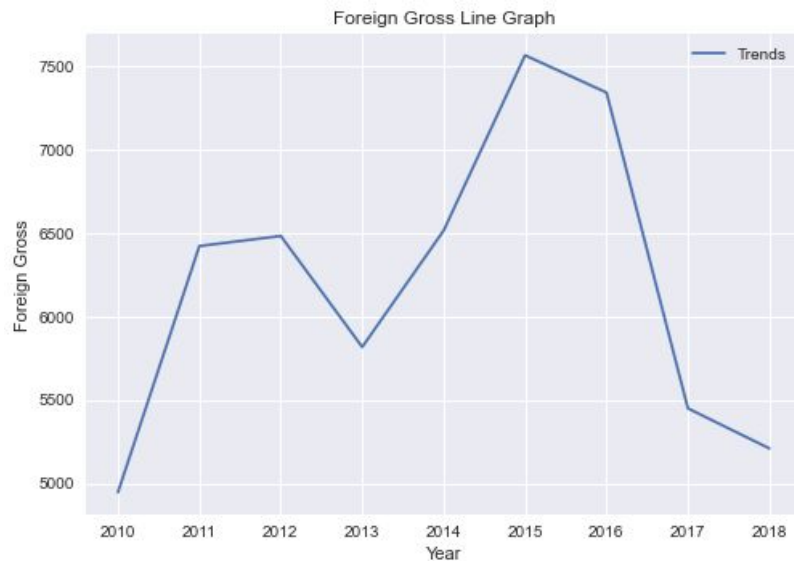


Historical Foreign Trends

Fluctuating

Foreign Revenue

For the past 9 years





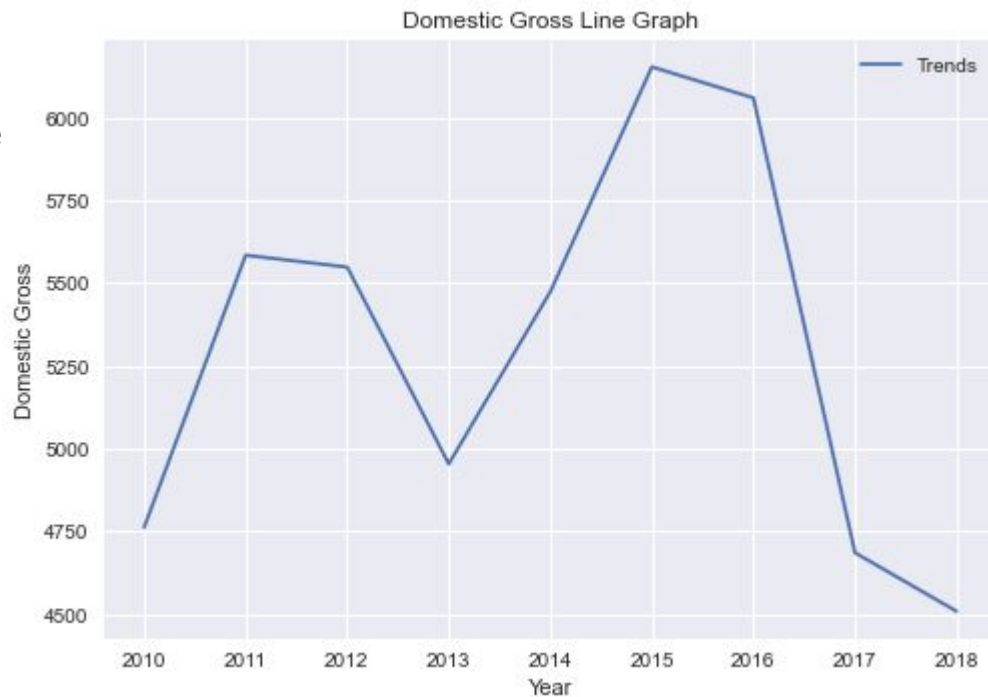
Historical Domestic Trends

Fluctuating

Domestic Revenue

Over the past 9

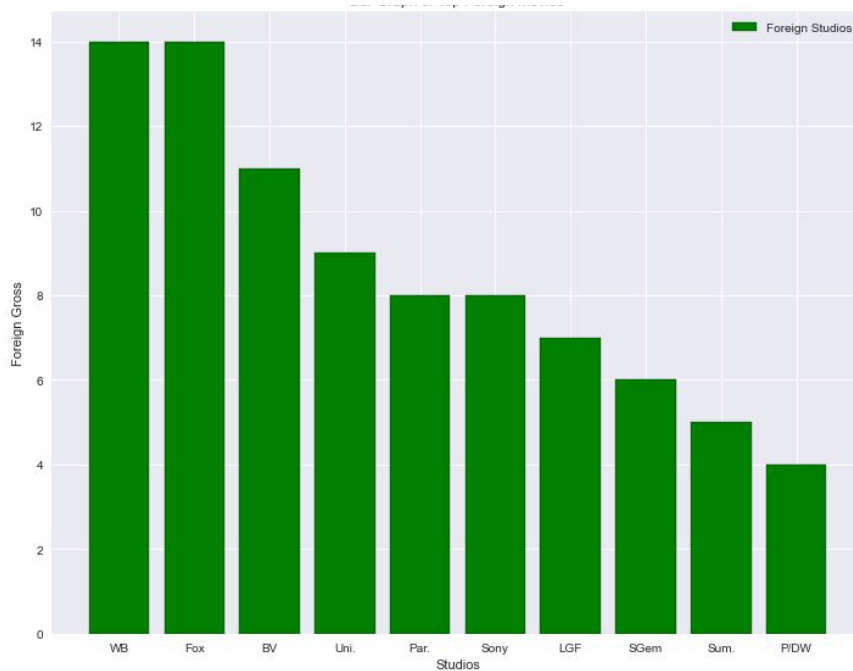
years





Foreign Studio Variable Analysis

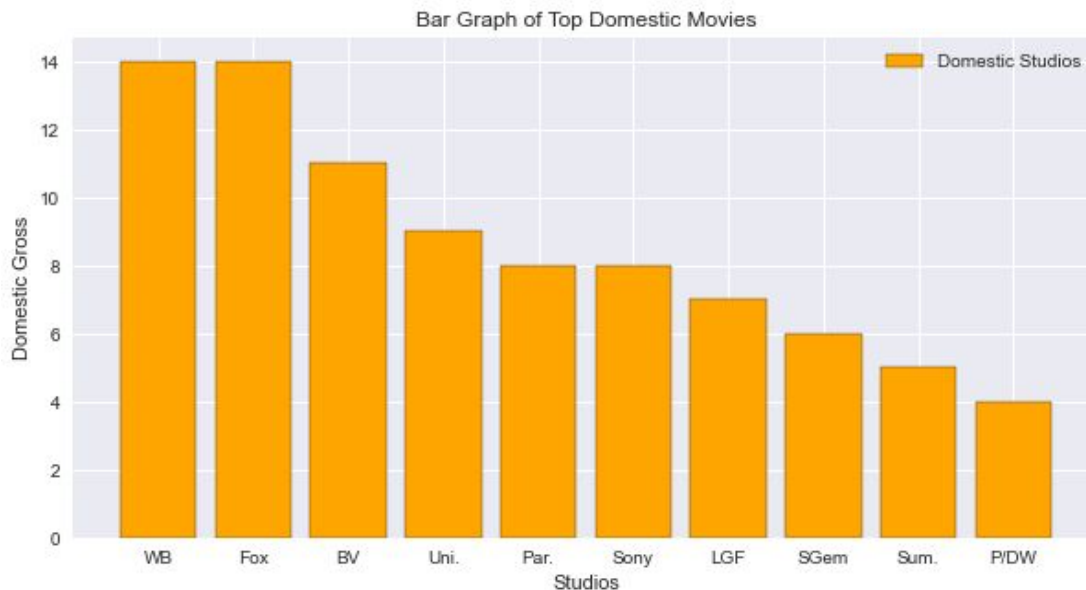
Studio BW, FOX AND BV generated the highest foreign income





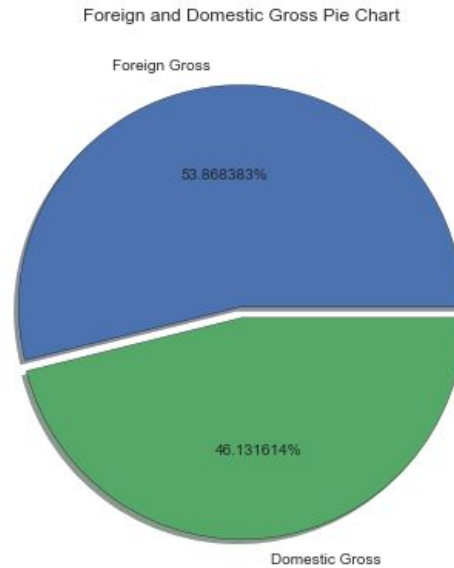
Domestic Studio Variable Analysis

Studio WB, FOX and BV generated the most domestic income





Market Variable Analysis



Foreign Gross Markets are more profitable than domestic gross markets



Recommendations

After analysis this is what I would recommend

- 1)The gross income revenue is dependent on the Studio producing the film and therefore instead of microsoft creating a new movie studio they should in turn partner with studio's that have been generating consistent high revenue in the market and collaborate with them.
- 2)The percentage gross income of foreign market is much higher than domestic market and so I would advise microsoft to invest in foreign markets due to high profitability index
- 3)Based on the trends from the previous years , microsoft should only enter the film industry market if they are risk takers due to the fluctuating revenue income.



End of Presentation

Thank you