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PHASE-1 -PROJECT

05 NOVEMBER, 2023

PROJECT OVERVIEW



Microsoft aims to establish a new film studio and produce unique video content at par with major film studios. They wish to know how to break into the film industry, thus that's their first goal.

CONT...



This project, we'll try to provide answers to the following three questions:

1. What are the Domestic profits in regards to release dates?
2. What are the Worldwide profits in regards to release dates?
3. Which studios release the most profitable movies?
4. what are the current popular genres?

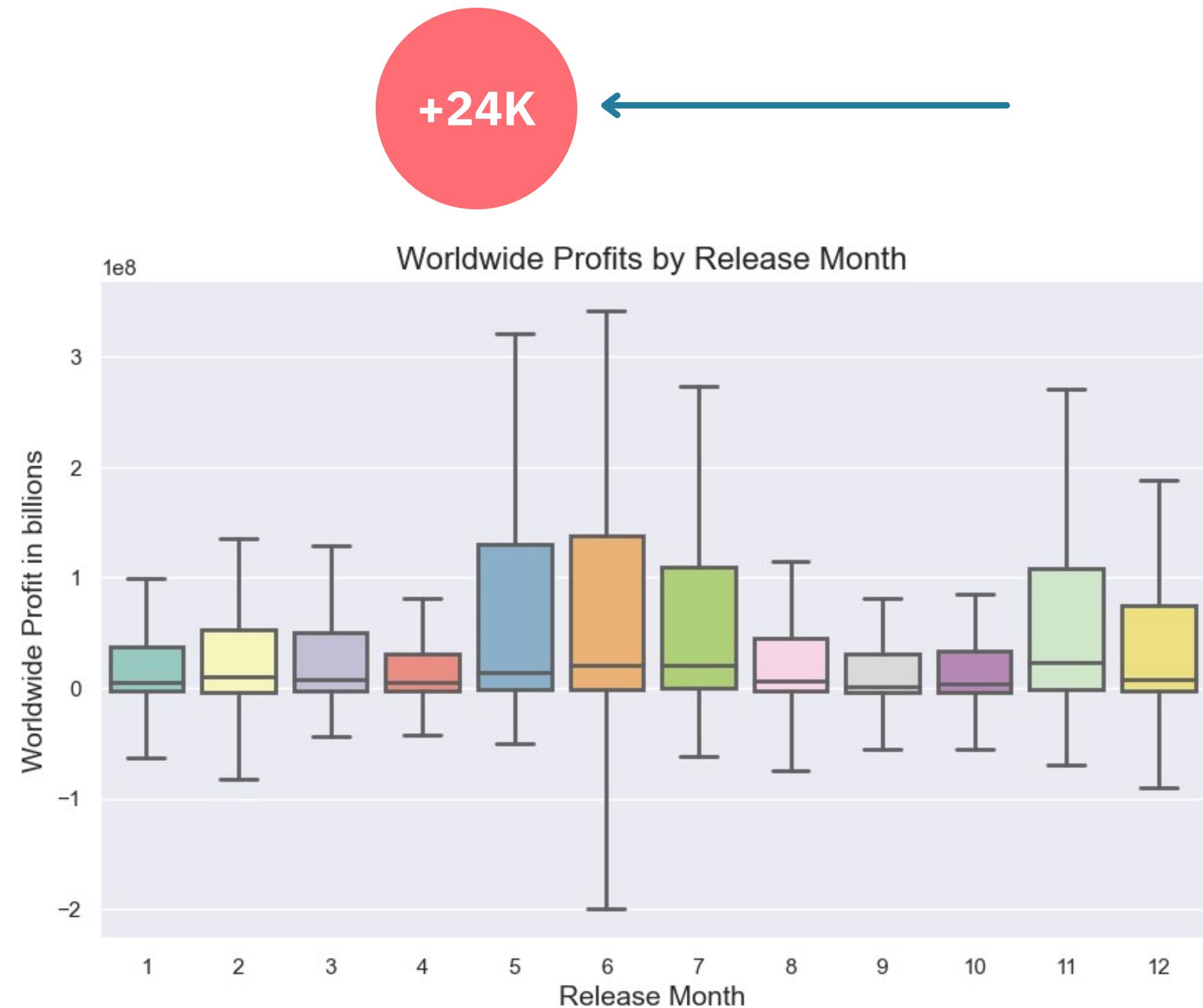
PROFIT REPORT

FINDING

A look at the worldwide profits shows the period between May and July being more profitable, with June being the most profitable month to release a movie. There is also a slight pick in the profits in the months of November and December.

RECOMMENDATION

From the above data it is clear that the best time for movies to be released is between the months of May and July and the last two months of the year, as the profits are at maximum during that period. An investment would make more sense if the movie was for the worldwide market.



PROFIT REPORT

FINDING

For the Domestic profits, there are losses in most of the month of June having the highest losses and profits



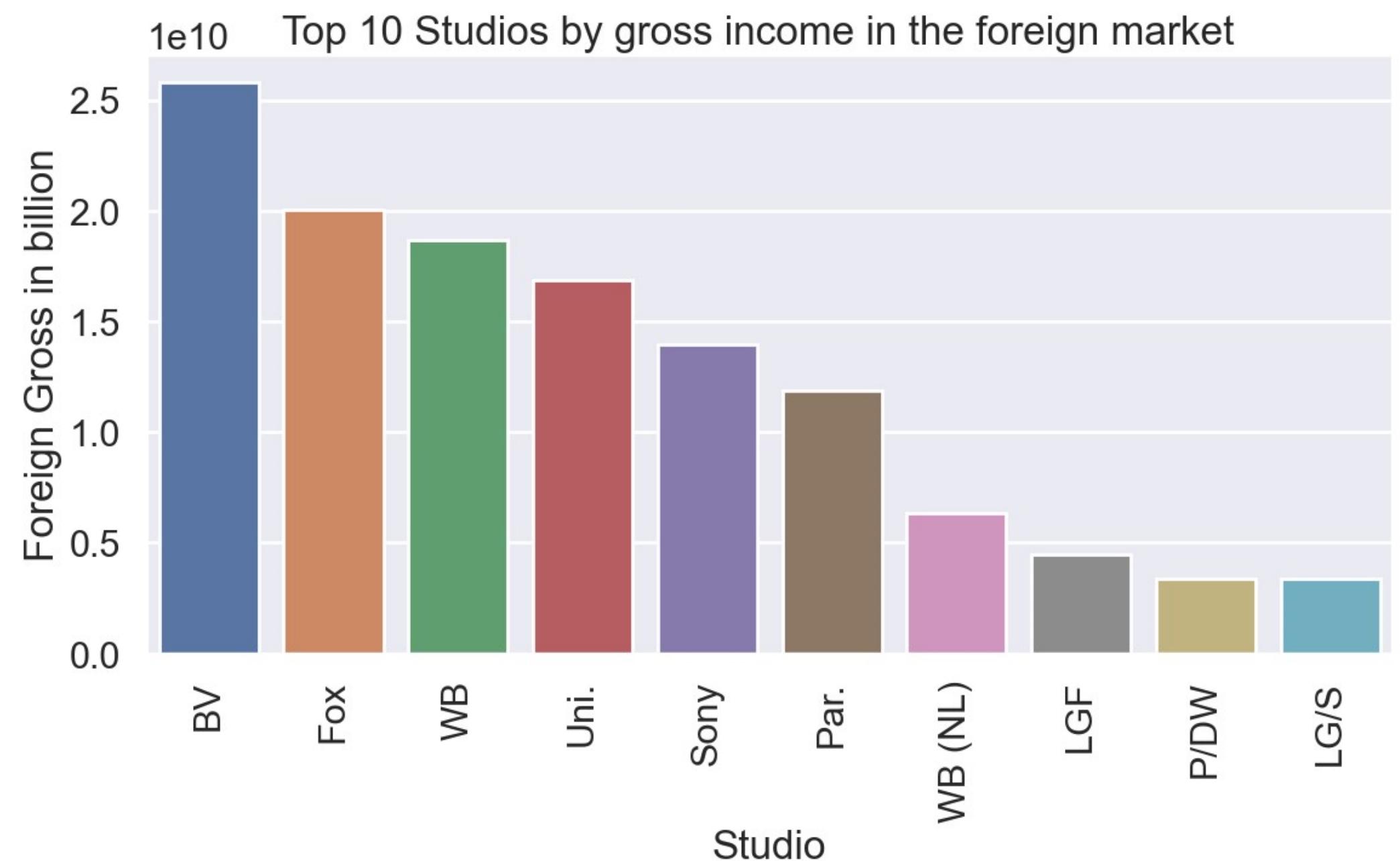
PROFITABLE STUDIOS

FOREIGN MARKET

01 - BV

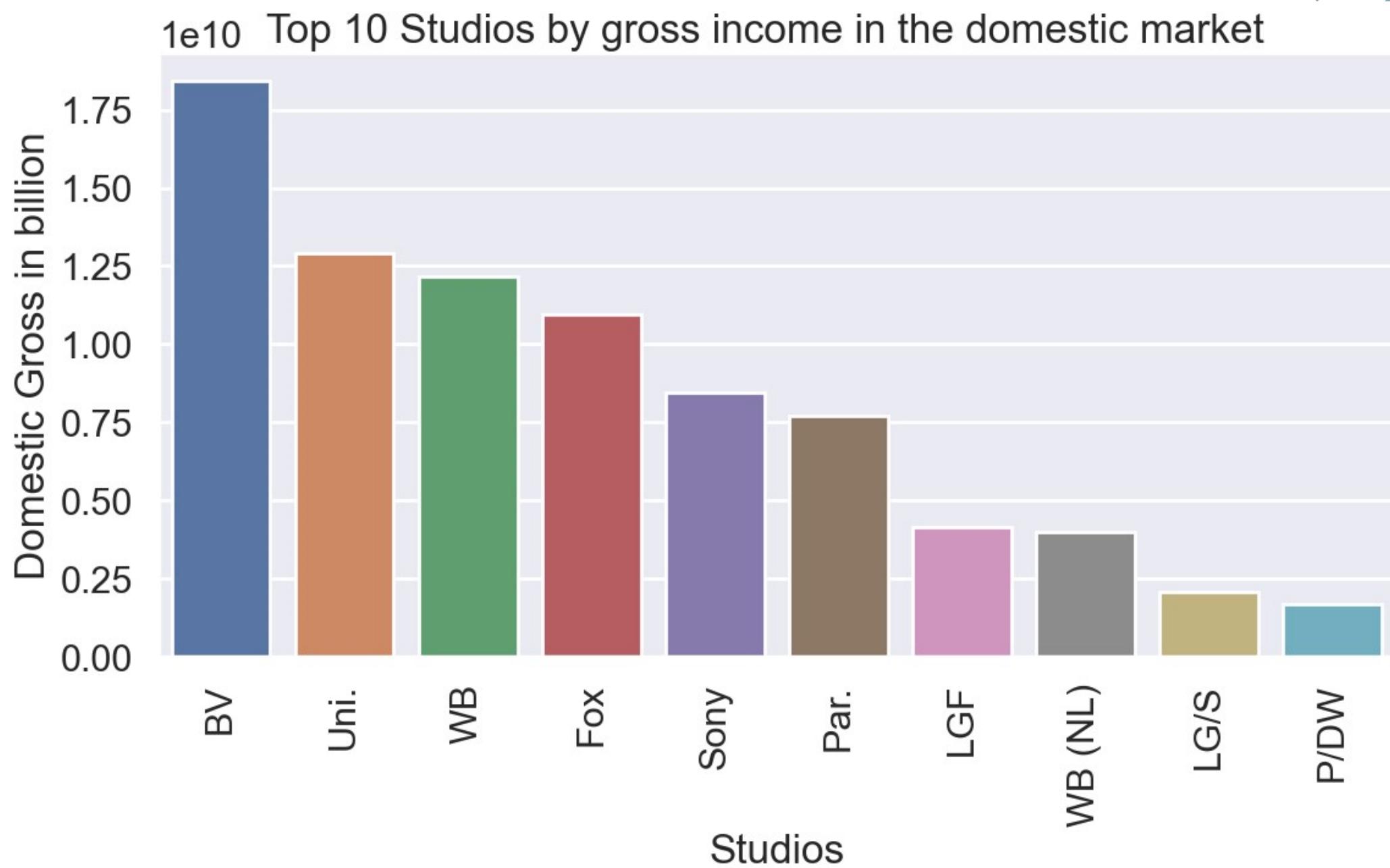
02 - FOX

03 - WB



DOMESTIC MARKET

- 01- BV
- 02- UNI..
- 03- WB

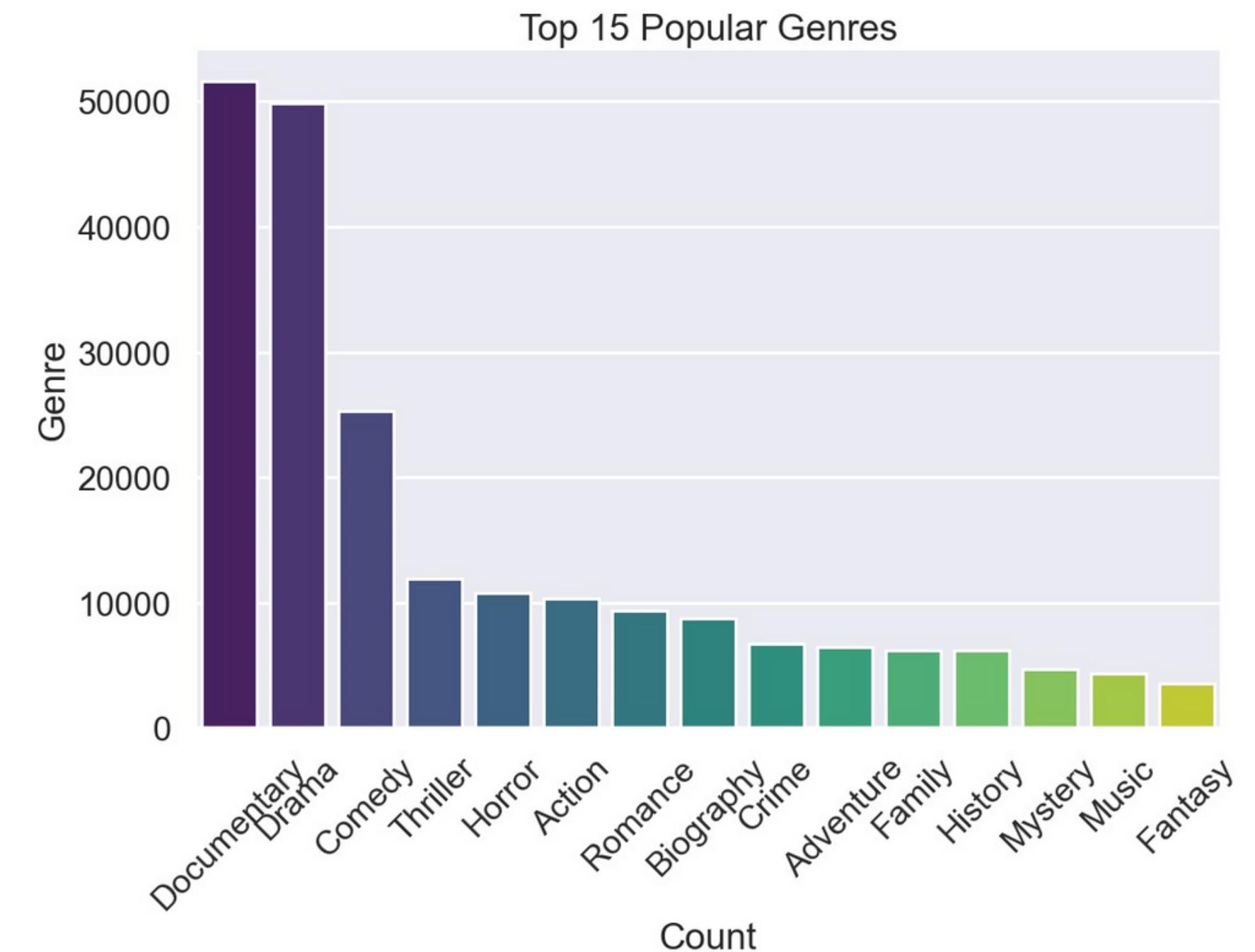


POPULAR GENRES

01. DOCUMENTARY

02. DRAMA

03. COMEDY



RECOMMENDATION

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- From the above analysis, we are able to answer the questions we had at the beginning. In the event that Microsoft is ready to enter the market, the months between May and July is the best season for market penetration, and the last two months of the year. Their focus should not be only in the domestic market as chances are they might experience some losses, so the worldwide market should be the consideration while penetrating the market.
 - So if they are to be affiliated with the studios then BV came top as the distributive studio that made the highest gross income in both the domestic and the worldwide market. However an investment with the top studios like BV could mean a higher budget, so for a start, a consideration of investing with the mid-range studios such as FOX and Sony which still have decent gross incomes should be made as they are still popular in the market and Sony.
 - For the movie genres to consider, then I'd recommend the top three popular genres i.e., Documentary, Drama and Comedy. The popularity of these genres mean that they sell, meaning that the profit margins will be good for business.

THANK YOU