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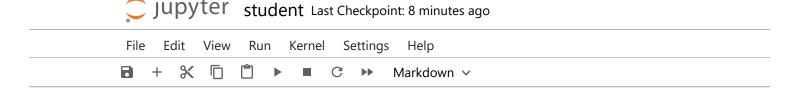
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Film Trend Analysis for Microsoft's New Movie Studio

- Student name: Cecily Wahome
- Student pace: part time
- Scheduled project review date/time:
- Instructor name: Samuel Karu
- Blog post URL:

Intoduction

In an evolving landscape where original content reigns supreme, understanding the current cir
into the movie industry. This analysis delves into the diverse genres and themes that have prov
direction of Microsoft's new movie studio. By examining the recent box office hits, audience pr
illuminate the potential pathways for Microsoft to carve its niche and thrive in this competitive

Problem Statement

Microsoft plans to launch a new movie studio to compete in the original video content market
make informed decisions. This project aims to analyze box office performance and identify key
Mojo and TMDb, the goal is to determine which genres, budget allocations, and marketing str
strategy, ensuring the new studio produces commercially successful films.