



# Microsoft Movie Analysis

By Cleophas Opati



# Introduction

- The movie industry is one of the most lucrative industries in the world right now making it one of the most significant contributors to the global economy. The only main downfall that this industry has first after its conception is the 2020 COVID-19 pandemic where the lockdown prevented people from going to cinemas and also prevented the production of more films. It is reported that most companies had to suspend their filming processes and the launching of new films due to the measures that the government had taken to contain the virus. Apart from this challenge, the film industry has been experiencing tremendous growth over the years. It is projected that in 2022 alone, the domestic box office in the United States generated a revenue of nearly 6 billion US dollars. Furthermore, the global revenue industry recorded a revenue of 77 billion US dollars in 2022 alone (Elad, 2023). Thus, this proves how lucrative the film industry is. As a result, there is a need to analyse the current data available regarding the industry to ensure that Microsoft can get actionable insights when venturing to the movie industry.





## **Business Problem or Understanding**

Microsoft, one of the largest technology companies in the world wants to join the movie industry but the company lacks the knowledge on where to begin. Therefore, there is a need to help the company make the right decisions regarding this venture. After being consulted to help the company in joining this venture, I started by looking at movies that performed well over the past decade. This analysis is important because it would help the company to invest in films that would bring out the highest possible ROI.

# Slide Title

- The overall research question or objective of the project would be:

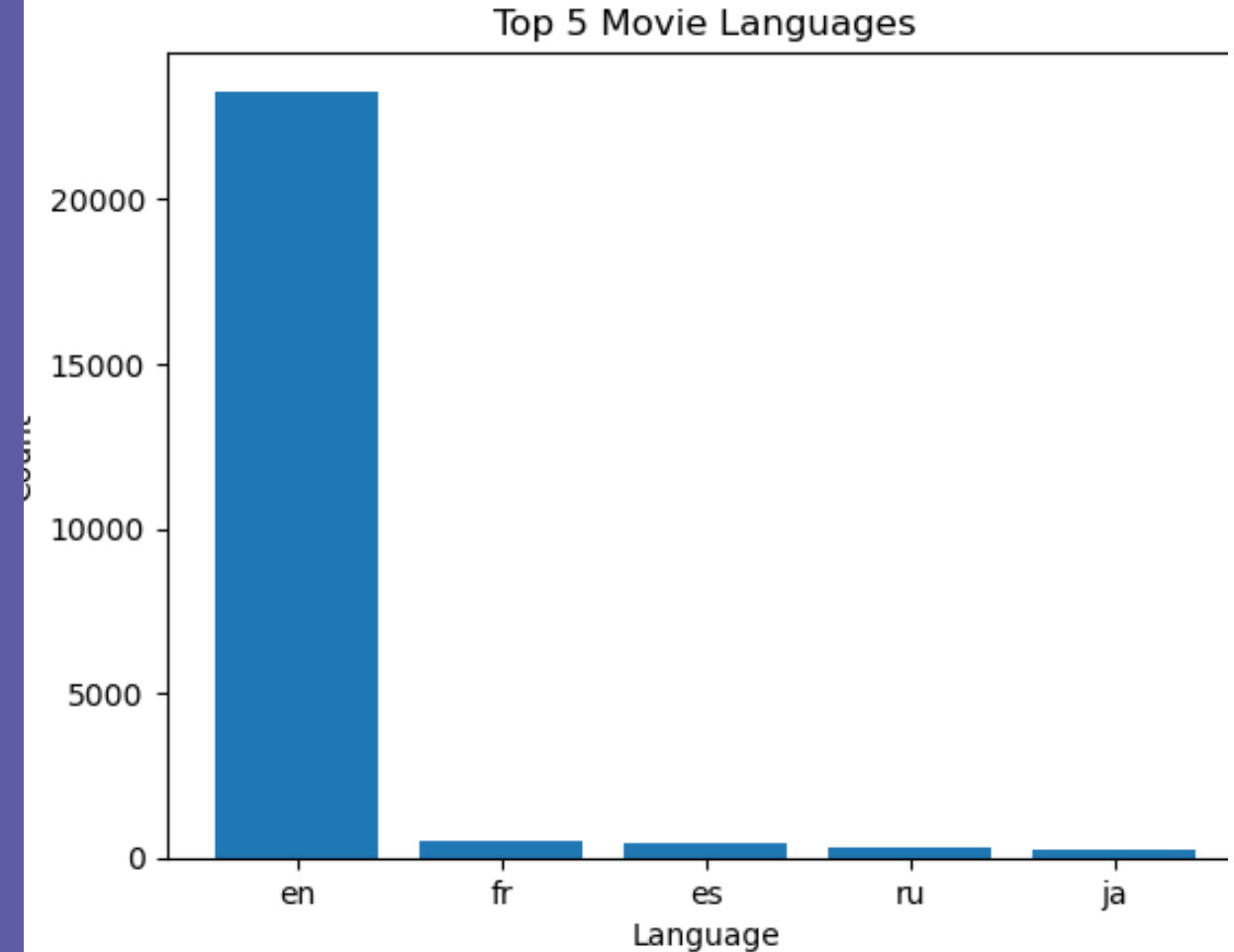
1. What makes a movie successful?



- The analysis will be based on the following factors:
  1. Examine the most successful movie content in the world right now. This is based on the type of movie or genre that people prefer watching;
  2. Evaluate the best budget that is needed to provide the highest grossing movie in the world or the one with the highest rating;
  3. Determine the best time of the year to release a particular movie;
  4. Lastly, to examine other factors or any additional attributes that successful movies usually share. Evaluating the above objectives will play a key role in ensuring that the business problem is solved accordingly and will help Microsoft to make a sound decision. The objectives were determined after perusing through the provided data.

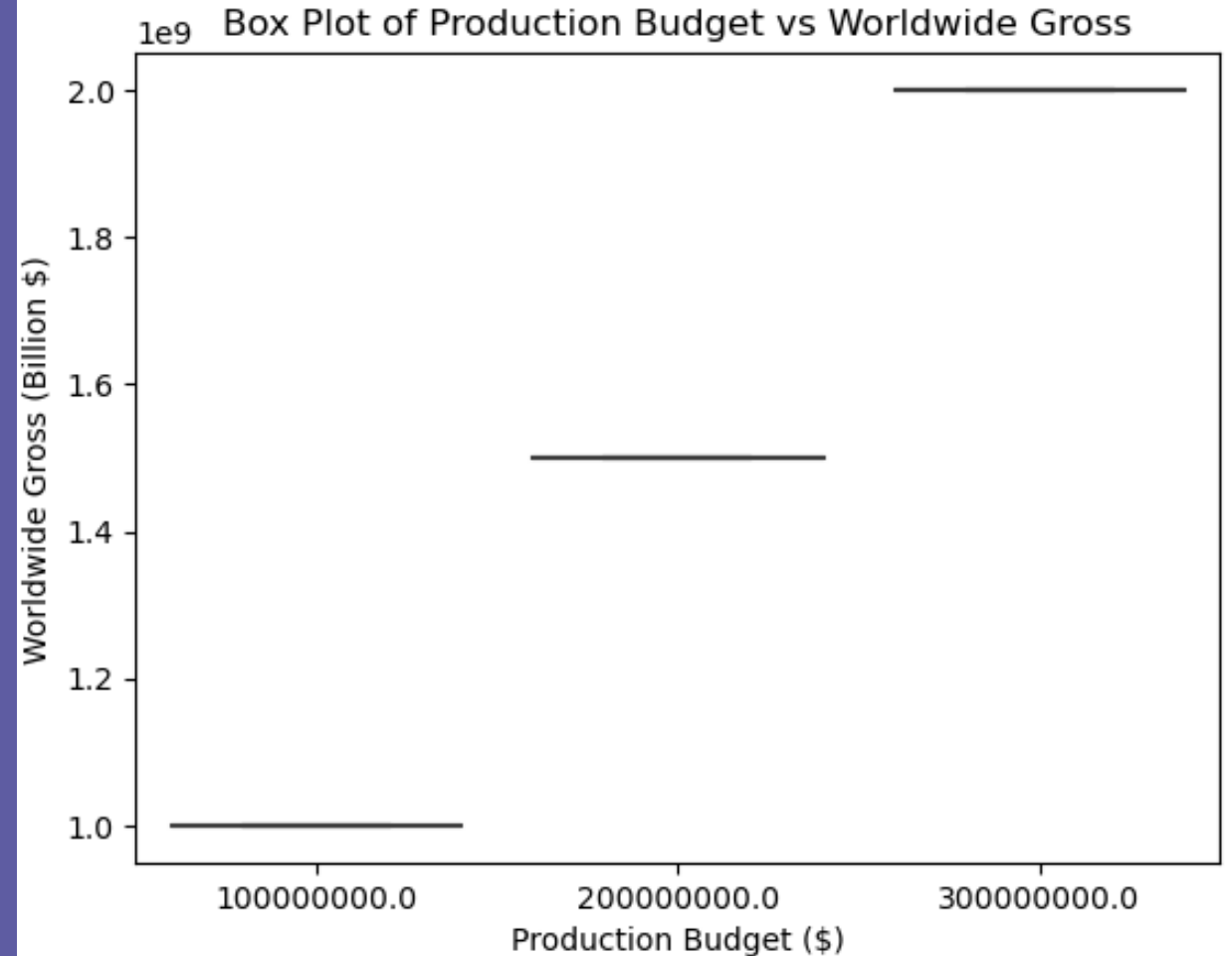
# Data Analysis and Recommendation

- Objective 1: Best Language for a Movie
- For a start, the company should produce more movies in the English language. Thus, there is a need to first target the English speakers first, then venture to other languages.



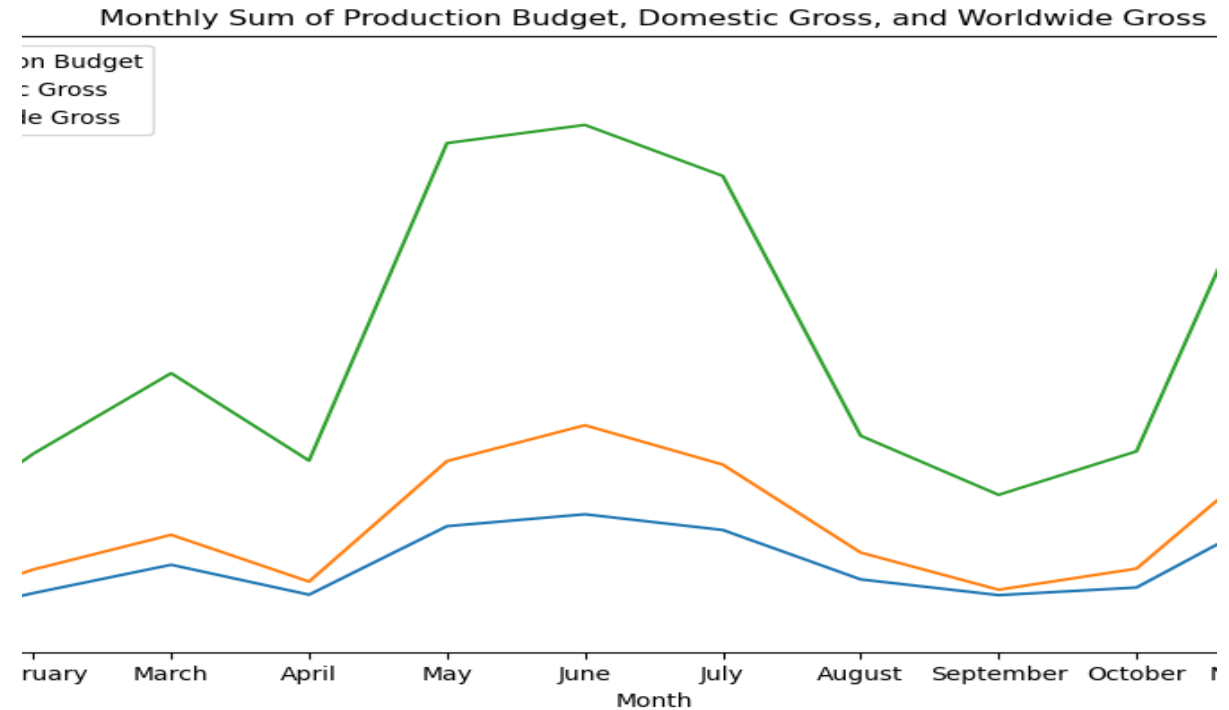
# Data Analysis and Recommendation

- Objective 2: The Appropriate Budget for a Movie
- When producing a movie, there is a need to allocate sufficient budget so that the movie can fetch the desired profits. However, there is a need to be cautious to avoid wastage of resources. In some cases, a movie can have a huge budget but it will not perform well. The recommended budget per movie for Microsoft is \$200 million, to fetch a box office gross of almost \$1.5 billion.



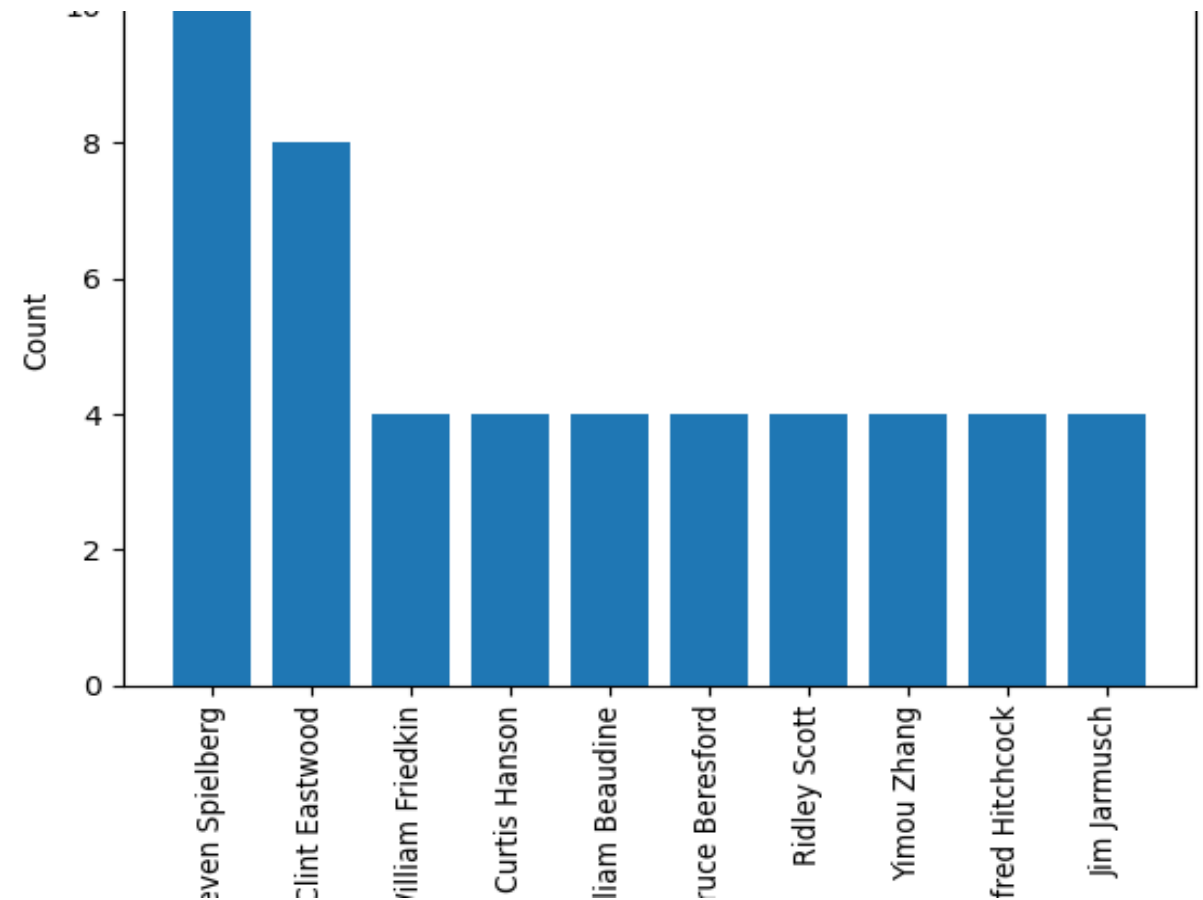
# Data Analysis and Recommendation

- Objective 3: The best time of the year to release a movie:
- Movies are usually produced at different times of the year. However, releasing movies in some times of the month like June has proven to be more profitable than other times of the year. Therefore, after the production of movies, Microsoft should consider releasing its movies in June to fetch maximum profits.



# Data Analysis and Recommendation

- Objective 4: Other factors that make a movie successful
- To ensure that the movies are of the best quality, there is a need to consider working with the best directors in the market. The best directors are usually the ones with more movie roles because most companies are trusting them. Thus, Microsoft should consider working with the following: Steven Spielberg, Clint Eastwood, William Friedkin, Curtis Hanson, William Beaudine, Bruce Beresford, Ridley Scott, Yimou Zhang, Alfred Hitchcock, and Jim Jarmusch.





# Conclusion

- Conclusively, there are four main factors that affect the profitability of a movie:
- 1. The language
- 2. Budget allocated
- 3. Time of the year the movie is released.
- 4. The director.



# Room for Questions



**If you have any questions, feel free to ask**

# Thank You



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